

## **Introduction**

### **The Municipal Profile Project**

This is one of a series of profiles produced in collaboration with the Federation of PEI Municipalities, the member municipalities, and Human Resources Development Canada.

Information for the 30 municipal profiles was gathered from interviews with municipal administrators, from Statistics Canada Census data, from PEI Government publications, and from many other helpful individuals and agencies.

Contact information for this municipality, Human Resources Development Canada, and the Federation of PEI Municipalities may be found at the end of the profile. A list of all 30 municipal profiles is attached in **Appendix I**.

### **Interpretation of Census Data**

The 1996 Census data were collected either from 100 % of the population or on a sample basis (i.e. from a random sample of one in five households) with the data weighted up to provide estimates for the entire population.

For all census products released, procedures are applied to prevent the possibility of associating statistical data with any identifiable individual. The data are randomly rounded and they are suppressed for certain geographic areas. Random rounding is a method whereby all figures in a tabulation, including totals, are randomly rounded (either up or down) to a multiple of “5” and in some cases “10”. This technique provides strong protection against disclosure, without adding significant error to census data.

Census terms referred to in this document can be found in **Appendix II**.

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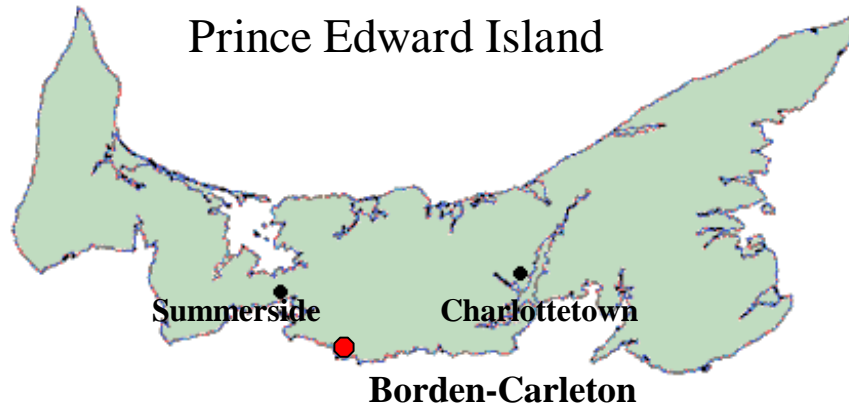
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## Municipal Profile: Borden-Carleton, Prince Edward Island

Borden-Carleton is located on the south shore of Prince Edward Island, at the foot of the Confederation Bridge that connects the Island with the mainland.



Borden-Carleton is part of the federal electoral riding of Malpeque and the provincial electoral district #19 Borden-Kinkora. The community covers a land area of 12.94 square km and has a population of 829.

Borden-Carleton is the principal “Gateway” to and from the mainland (New Brunswick), as it is at the foot of the Confederation Bridge. Consequently, Borden-Carleton is often

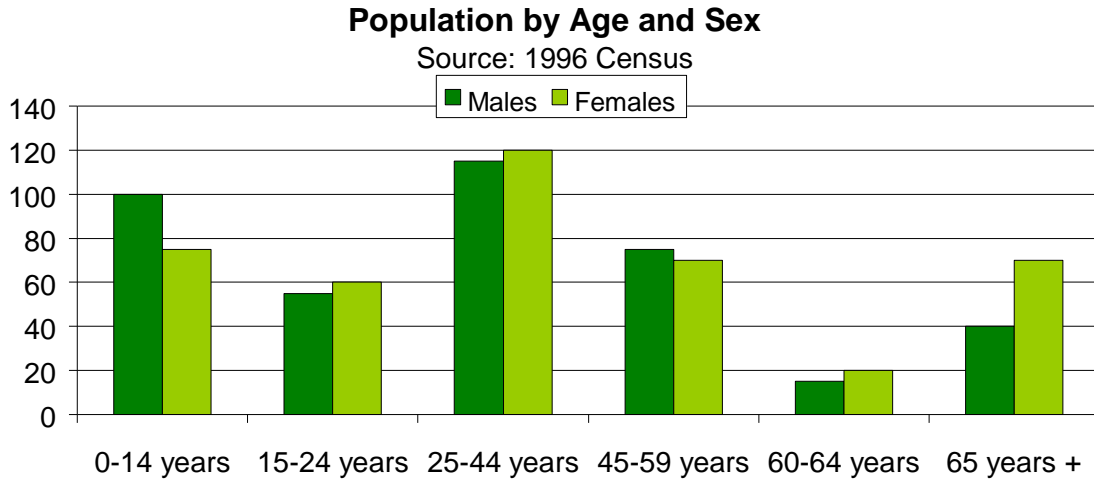
the first community visitors to the Island encounter. The community is also very well situated between the province’s two cities.

Distances	
Charlottetown	56 km
Summerside	28 km
Wood Islands Ferry (to Nova Scotia)	117 km

The community was created as a result of the April 12, 1995 amalgamation of the town of Borden and the community of Carleton Siding. In the 1820s, when the first Scottish settlers came, the community of Borden and surrounding area was known as Carleton Point. The community’s role as “Gateway” to the mainland was established in 1914 with Prince Edward Island’s new year-round rail service, which brought about the construction of piers for a ferry to the mainland. The first icebreaker crossed the Northumberland Strait in 1917 and Port Borden was incorporated in 1919, named for the Canadian Prime Minister of the day, Sir Robert Borden. The town was built around the ferry service which provided employment to residents. The construction and subsequent opening, in 1997, of the Confederation Bridge linking Prince Edward Island with the mainland, marks the beginning of a new era for Borden-Carleton.

## Population

The 1996 Census reports the population of Borden-Carleton to be 829. 49% of the population is male and 51% is female. The distribution of ages in Borden-Carleton is similar to the distribution of ages in the province as a whole.



## Language and Ethnic Origin

English is the mother tongue for 98% of the population of Borden-Carleton. 1% has French as mother tongue. 8% of the population can speak both English and French.

36% of the population of Borden-Carleton has some Scottish heritage, 35% indicated Canadian origins, 20% English origins, 13% French, 1% Italian and 1% German.

## Employment Income

The following table represents the employment income for Borden-Carleton residents:

<b>Employment Income</b>			
	<b>Number of Persons</b>	<b>Average Employment Income</b>	<b>Average Employment Income P.E.I.</b>
All persons with employment income by work activity	450	\$20,827	\$18,951
Worked full year, full time	230	\$30,915	\$30,039
Worked part year or part time	220	\$10,544	\$12,025
Males with employment income	255	\$25,070	\$22,663
Females with employment income	190	\$15,248	\$14,724

Source: 1996 Census

The income figures for males and females are averages of full time, part time and part year employment. The average income for males was substantially higher than for females, 64% above the female average. This is consistent with the provincial average income rates and occurs because a higher number of females work either on a part year or part time basis. In addition, one third of all females employed in PEI work in; clerical, sales and services, and childcare and home support worker occupations which are typically the lower paid occupations.

The average employment income for workers in Borden-Carleton was 10% higher than the average employment income for all persons in PEI. The

average income for males was approximately 11% higher than the provincial average as compared to 4% higher for females.

There were 220 persons in Borden-Carleton who worked full year, full time employment, approximately 49% of all persons with employment income. The average employment income for this group of workers was \$30,915, which is similar to the provincial average of \$30,039.

There are 210 Census families with an average income of \$49,414. This is 5% higher than the provincial average family income of \$47,125.

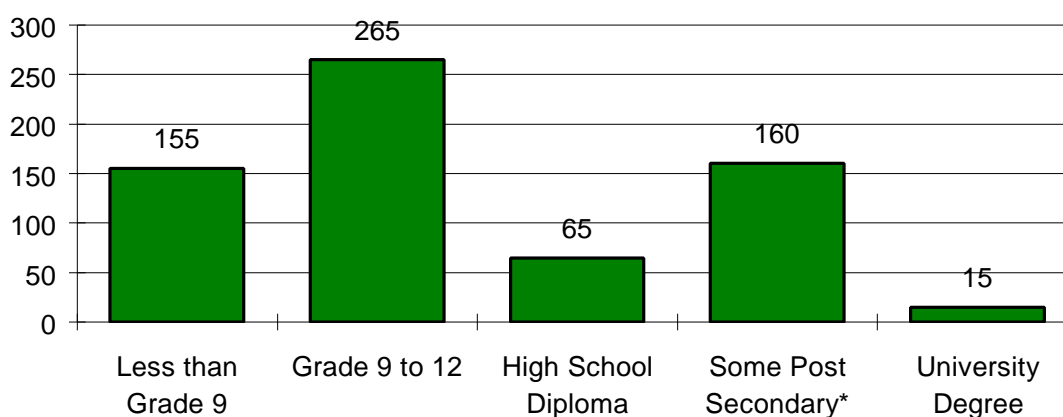
## Education

Of Borden-Carleton’s working age population, 15 years of age and older, (670), 63% have less than Grade 12 education, and 36% have a high school diploma or higher. 2% of the working age population have obtained a university degree.

Compared to the province as a whole, Borden-Carleton residents have lower levels of education. Provincially, 41% of the population 15 years of age and over have less than Grade 12 education.

### Population by Highest Level of Schooling

Source: 1996 Census



\* Note – the “Some Post Secondary” category includes those people with college certificates or diplomas

Of the 105 people with post-secondary qualifications in Borden-Carleton, 75 are males and 30 are females. The most common field of study is engineering and applied science technologies and trades (52%), followed by commerce, management and business administration (29%).

Three (3) fields of study are shared by the remainder of people with post-secondary qualifications: humanities and related fields (10%); agricultural and biological sciences/technologies (10%); and health professions, sciences and technologies (10%).

## Labour Force Activity

The census reference week was the week of May 5, 1996. The labour force activity reported refers to the conditions during that week. In P.E.I., May is the month in which seasonal activity is beginning to increase as farmers prepare the land, fishers gear up, construction activity picks up and tourism operators begin to prepare for the coming season. Employment reaches its peak in August and remains high through to and including October.

<b>Labour Force Activity</b>		
	<b>P.E.I.</b>	<b>Borden-Carleton</b>
Total	103750	670
In the labour force	70820	465
Employed	61060	415
Unemployed	9760	55
Participation rate %	68.3	69.4
Unemployment rate %	13.8	11.8

Source: 1996 Census

At the time of the 1996 Census, Borden-Carleton had a working age population of 670 persons and a labour force which numbered 465. The participation rate was 69.4%, which is slightly higher than the provincial rate of 68.3%.

Borden-Carleton's labour force represents slightly under two thirds of one percent of PEI's total labour force. The labour force was composed of 415 persons who were employed and 55 who were unemployed. The unemployment rate during the Census reference week was 11.8%, which is lower than the provincial rate of 13.8%.

## Major Industries and Occupations

### Labour Force by Industry

The industrial division with which is associated the largest share of Borden-Carleton's labour force is Transportation and storage industries, accounting for 29% of the labour force. The second-to-largest division is the Agricultural and related service industries, accounting for 22% of the labour force. This is reflective of the large amount of farmland within the boundaries of the municipality of Borden-Carleton. Seven (7) industrial divisions share the remaining 49% of the labour force.

<b>Labour Force by Industry</b>		
	<b>Labour force</b>	<b>% of Labour force</b>
All industries	455	100%
Transportation and storage industries	130	29%
Agricultural and related service industries	100	22%
Manufacturing industries	65	14%
Construction industries	40	9%
Accommodation, food and beverage service industries	40	9%
Wholesale trade industries	20	4%
Retail trade industries	20	4%
Business service industries	15	3%
Real estate operator and insurance agent industries	10	2%

Source: 1996 Census

### Fishing

Located on the shores of the Northumberland Strait, Borden-Carleton is also a fishing community. In 1996, landings at the Borden wharf were valued at \$242,790; this represents less than one quarter of one percent of the value of all landings in PEI. All landings were from the inshore fishery on vessels 35 to 44 feet in length. All of the landings were shellfish species.

<b>1996 Landings, Borden-Carleton</b>		
	<b>Landings in 1000 RWKGMS</b>	<b>Value in 1000 dollars</b>
Sea scallop	17.04	31.77
Lobster	22.79	211.02
<b>Port Total</b>	<b>39.83</b>	<b>242.79</b>

Source: Department of Fisheries and Oceans, DFO Statistics



## Agriculture

Agriculture is an important economic activity in and around Borden-Carleton. The community is located centrally within Lots 27 and 28. Due to confidentiality constraints, agriculture data is not available for the community alone. However, the following table provides information on the farm activity for the wider area, Lots 27 and 28, which includes the community of Borden-Carleton.

	Lot 27	Lot 28	Provincial Total
Total number of farms	50	39	2,217
Total area of farms			
Acres	19,135	5,950	655,365
Hectares	7,744	2,408	265,217
Total farm capital	\$55.9 million	\$13.1 million	\$1,417 billion
Total gross farm receipts	\$13.3 million	\$1.8 million	\$349.2 million
Total farm expenses	\$10.5 million	\$1.7 million	\$288.6 million

Source: 1996 Census of Agriculture, Agriculture Division, Statistics Canada.

This area has approximately 4% of the total number of farms in PEI and represents 3.8% of the total provincial acreage. Total gross farm receipts for the area were about 4.3% of the provincial total.

## Labour Force by Occupation

3 occupational categories account for 68% of the labour force in Borden-Carleton. They are: trades, transport and equipment operators and related occupations, 31%, occupations unique to primary industry, 19% and sales and service occupations with 18% of the total labour force.

	Total Labour force	% of Labour force
Trades, transport and equipment operators and related occupations	140	31%
Occupations unique to primary industry	85	19%
Sales and service occupations	80	18%
Business, finance and administrative occupations	55	12%
Occupations unique to processing, manufacturing and utilities	50	11%
Management occupations	20	4%
Natural and applied sciences and related occupations	20	4%
Occupation - Not applicable	10	2%
Occupations in art, culture, recreation and sport	10	2%

Source: 1996 Census

## Labour Force by Occupation, Males and Females

68% of the male labour force (275) is associated with one of the following categories:

- Trades, transport and equipment operators and related occupation, such as trades helpers, construction and transportation labourers, 44%,
- Occupations unique to primary industry, 24%.

58% of the female labour force (190) is associated with one of the following two categories:

- Sales and service occupation, such as occupations in food and beverage service, 34%,
- Occupations unique to processing, manufacturing and utilities, such as machine operators in manufacturing, 24%.

## **Business and Commerce**

Borden-Carleton is service area to many surrounding communities.

### **Accommodations**

Carleton Cove Farm Tourist Home  
Carleton Motel  
Confederation View Cottages  
Dutchess Gateway B & B  
MacCallum Bed & Breakfast  
Sun-N-Shade Campground

### **Food and Beverage**

Ed's Restaurant & Lounge  
Four C Sons Take-Out Dairy Bar  
Julianna's Pizzeria  
Tim Horton Donuts

### **Retail – Service - Other**

Atlantic Rentals  
Bradford Motors  
Century 21 Northumberland Realty  
Ceretti's Grocery & Hardware  
Clark's Construction  
Compufest International  
Consolidated Credit Union  
Country Lane Crafts  
D&K Video Rentals  
Gateway Enterprises (auction house)  
Howatt's Tourist Mart  
Inside & Out Painters  
Irving Convenience Store  
Irving, Petro Can, Shell service stations  
Kim's Kut & Kurl;  
Labrador Catering Services  
Master Packaging  
Mid Island Seafood  
Myra's Custom Sewing  
South Shore Pharmacy  
Squeeky Clean Laundry (laundromat)  
The Barber Shop

### **Attractions**

Gateway Village

## **Transportation**

Borden-Carleton is the primary transportation check-point for the province. It is the first stop upon arrival and last stop at departure for many Islanders and visitors travelling to and from the mainland. The Confederation Bridge measures 12.9 km and accommodates two lanes of traffic.

Prince Edward Island's portion of the Trans Canada highway begins at Borden Carleton, leading to the capital City of Charlottetown in the East and a branch leading to the city of Summerside in the West.

The public wharf is administered by the federal Department of Fisheries and Oceans and offers the following services: salt water, lights, navigation beacon, 110 and 220 v power, unloading hoist, ramp, and garbage. Plans are underway to build a marina/yacht facility for pleasure boats.

A privately-run transit service travelling between the Island's cities and the mainland stops in Borden-Carleton twice daily.

## Housing and Real Estate

### Residential

Borden-Carleton offers a variety of housing options. The 1996 Census reports that there are 305 occupied private dwellings in the community. Of these 275 are single-detached houses, and 30 are apartment units. At the time of this report there were many homes available for sale or rent.

PEI Housing has 22 seniors apartments in Borden-Carleton.

The average Multiple Listing Service list prices for homes in the East Prince region, as of March 1998, are as follows:

- \$54,638 for a 1 or 2 bedroom home;
- \$91,755 for a 5 (or more) bedroom home;
- \$69,333 overall average.

Source: PEI Real Estate Association

### Commercial

Borden-Carleton Holdings owns the Borden-Carleton Industrial Mall zoned light to medium industrial. It measures 30,000 square feet and is fully-serviced

The Borden-Carleton Business Park has over 32 acres available for lease or purchase.

## Education

### Pre-school

Borden-Carleton has two private kindergartens: Humpty Dumpty Kindergarten and a second located in the Amherst Cove school.

### Elementary

Amherst Cove Consolidated School teaches grades 1 through 8. Enrolment is 184.

### Secondary

Area students in grades 9 through 12 are transported by bus to Kinkora Regional High School, enrolment 171. Some area high school students attend Three Oaks Senior High in Summerside, student population 826.

## Health Care Facilities

Borden-Carleton has a doctor and a pharmacy. The hospital nearest Borden-Carleton is Prince County Hospital, located in Summerside (28 km). The nearest dentist is in nearby Crapaud (17 km). Ambulance service is available through Royal Ambulance in Summerside.

## Points of Service

### Access PEI

Access PEI is the regional services centre covering the East Prince area. Located in Summerside, its offices include the following provincial departments and community organizations:

- Agriculture and Forestry
- Apprenticeship Training
- Client Services
- Crown Attorney
- Culture, Heritage and Recreation
- Emergency Measures
- Enterprise PEI
- Family Support Order Program
- Highway Safety Division
- Licenses and Permits
- Planning and Inspection services
- Prince County Premiers Office
- Probation Services
- Provincial Treasury
- Staffing and Classification
- Tax Payments

The Borden Library has a computer with internet access available for public use.

Canada Post offers its full range of services at the Port Borden postal outlet.

## Municipal Services

The Community of Borden-Carleton provides water and sewer service to residents. The Community also has its own fire department and police department. The East Prince Waste Commission provides waste disposal services. The PEI Humane Society provides animal control.

### Tax rates

The rate for commercial properties ranges from \$0.65 to \$1.53 per \$100 of assessment. Non-commercial rate varies from \$0.17 to \$0.40. The annual utility rates for single family dwellings are \$275 for water and \$55 for sewer.

## Recreation

The Community of Borden-Carleton has the following recreational facilities:

- Gateway Arena
- Ball fields – Reg Rodgers Recreational Field
- Community Park with tennis court
- Soccer fields
- Sandy beach on Northumberland Strait with change-rooms and bathrooms
- Confederation Trail starts here.
- A local loop of the trail makes its way around a wetland area.
- Two Ducks Unlimited Wildlife Parks
- Plans are underway to build a boardwalk along waterfront for the summer of 1998 and to create a Marine Atlantic Memorial Park to commemorate the contribution of the transportation industry to the community.

There are many angling opportunities in the East Prince region. These include, among others: Lockerby's (Carruther's) Pond, the Indian River Impoundment, Millar's Pond, Clark (Marchbank's) Pond, Affleck's (Callbeck's) Pond, Wright's Pond, Scales Pond, Paynter's Pond, Bernard's Pond, Southwest Brook, the Dunk River, and the Wilmot River.

The Wilmot River, the Dunk River, and Scales Pond are also among the best spots in Prince Edward Island to catch rainbow trout and, toward the end of the season, Atlantic Salmon (a fly must be used for the salmon to be retained).

## Cultural Facilities and Events

There are many annual and special events that take place in Borden-Carleton throughout the year. These include:  
Annual Winter carnival  
Canada Day celebrations  
Gateway Village features the "Our Island Home" display and programs throughout the year (readings, re-enactments, music)  
Bridgefest '98: Bridging of Festivals -- an annual, maritime event -  
<http://www.bridgefest.pe.ca>

## Churches

Borden-Carleton has two churches, serving the Roman Catholic and United faiths.

## Meeting Facilities

Meeting space is available at Carleton Place, the Borden Area Development Corporation, the Industrial Park, the Royal Canadian Legion, and at Amherst Cove School.

## **Community Organizations**

Active Living Association	Cubs & Beavers
BADC - Borden & Area Development Corporation	CWL
Borden-Carleton Community Council	Figure Skating
Borden-Carleton Fireman's Association	Home & School Association
Borden-Carleton Ladies Auxiliary	Minor Ball
Borden-Carleton Minor Hockey Association	Minor Hockey
Borden-Carleton Summer Recreation Program	Royal Canadian Legion Branch #10
	Women's Institute

## Contact Information

### Community of Borden-Carleton

P.O. Box 89,  
244 Borden Avenue,  
Borden-Carleton PE  
C0B 1X0

Tel: (902) 437-2225

Fax: (902) 437-2610

Office hours: Mon-Fri 8:00-4:30

Council meetings: Second Tuesday of month, 7:00PM

Incorporated: July 1, 1995

Chairperson: Gabe Keough

Administrator: Paul Arsenault

Councillors: Stephen Hardy  
William Leard  
Lloyd Muttart  
Lawson Duguay  
George Ramsay  
Shane MacLean

### Borden Area Development Corporation

<http://www.peisland.com/badc/work.htm>

### Federation of PEI Municipalities

The Federation of Prince Edward Island Municipalities is a body formed for the purpose of representing in one organization the various cities, towns, resort municipalities, and incorporated communities within the Province of Prince Edward Island.

Lisa Doyle-MacBain, Executive Director

1 Kirkdale Road,  
Charlottetown, PEI  
C1E 1R3

Telephone: (902) 566-1493

Fax: (902) 368-1239

E-mail: [macbain@auracom.com](mailto:macbain@auracom.com) Web site: <http://www.munisource.org/fpeim/>



## **Human Resources Development Canada**

Borden is served by the Summerside Human Resource Centre. For information on programs and services offered by HRDC, you may visit our website at:

<http://www.pe.hrdc-drhc.gc.ca/common/>

This site also contains links to other sites of interest.

### **Summerside Human Resource Centre**

PO Box 2000

243 Harbour Drive

Summerside, Prince Edward Island

Canada CIN 5P5

The Summerside Human Resource Centre provides a full line of Human Resources .Development Canada service in both official languages to the Eastern portion of Prince County from the community of Tyne Valley in the West to the Prince and Queens County line in the East, including lot 20 in Queens County. The area has a labour force of 16,000 people.

#### Hours of operation:

8.30 A.M. to 4:00 P.M. Monday to Friday

#### Telephone Numbers:

Employment Insurance Inquiries: 902-432-6835

Long Distance Exchanges (English): 1-800-206-7218,  
(French): 1-800-808-63 52

Job lines-. 902-432-6812, 902-432-6813, 902-432-6834

#### Employment Services:

General enquiries: 902-432-6804 Employer Job Orders: 902-432-6823

#### Records of Employment:

Enquiries: 902-432-6840

Orders: 902-432-6805 Toll Free: 1-800-578-6821

#### Income Security Programs:

(Canada Pension/Old Age Security)

English: 1-800-277-9914

French: 1-800-277-9915

Human Resource Centre for Students: (May to August) 432-6890

## Appendix I

The following municipalities are members of the Federation of Prince Edward Island Municipalities. A profile of each municipality was created during the Municipal Profile Project between February and June, 1998.

City of Charlottetown  
City of Summerside  
Town of Alberton  
Town of Cornwall  
Town of Georgetown  
Town of Kensington  
Town of Montague  
Town of Souris  
Town of Stratford  
Community of Abrams Village  
Community of Borden-Carleton  
Community of Brudenell  
Community of Cardigan  
Community of Central Bedeque  
Community of Crapaud  
Community of Kinkora  
Community of Miscouche  
Community of Morell  
Community of Murray Harbour  
Community of New Haven-Riverdale  
Community of North Rustico  
Community of O'Leary  
Community of Resort Municipality  
Community of St. Louis  
Community of St. Peter's Bay  
Community of Tignish  
Community of Tyne Valley  
Community of Victoria  
Community of Wellington  
Community of Winsloe South

## Appendix II

### Census Definitions

The following definitions are provided to assist readers in understanding the terminology used in the census data in this report. For further explanation or details please contact the Labour Market Information unit of Human Resource Development Canada.

**Average Employment Income of Individuals** - is calculated from unrounded data by dividing the aggregate employment income of a specified group of individuals by the number of individuals with employment income in that group. It refers to individuals 15 years and over who reported employment income for the calendar year 1995.

**Census Family** - refers to :

- 1) a now married couple (with or without never -married sons and /or daughters of either or both spouses), or
- 2) a couple living common-law (with or without never-married sons and/or daughters of either or both spouses ), or
- 3) a lone parent of any marital status, with at least one never-married son or daughter living in the same dwelling.

**Census reference date** - May 14, 1996

**Census reference week** - The census reference week was the week prior to enumeration.

**Employed** - includes all persons who worked for pay or in self-employment in the paid labour force in the week prior to enumeration. This includes all persons working for wages or salaries, all self-employed persons (with or with out paid help) working in their own business, farm or professional practice, and all persons working without pay in a family farm or business during the reference week. (The “employed “ also includes persons who were absent from their job or business for a variety of reasons.)

**Employment income by work activity** - refers to total income received by persons 15 years of age and over during the calendar year 1995 as wages and salaries; net income from non-farm unincorporated business and /or professional practice and net farm self-employment income for all jobs held. Included in this is both full time work (i.e. 30 hours or more per week) and part time (less than 30 hours per week) as well as those who worked full year (49- 52 weeks of the year ) or part of the year ( less than 49 weeks per year) .

**Ethnic origin** - refers to the ethnic or cultural group(s) to which the respondents ancestors belonged. (An ancestor was defined as someone from whom a person is descended and is usually more distant than grandparent). Respondents were asked to specify as many groups as applicable.

**Knowledge of Official Languages** - refers to the ability to conduct a conversation in English only, in French only, in both English and French or in neither of the official languages of Canada.

**Knowledge of Non-official Languages** - Refers to languages, other than English or French, in which the respondent can conduct a conversation.

**Labour Force** - refers to those persons 15 years of age and older, excluding institutional residents who were employed or unemployed during the week (Sunday to Saturday ) prior to census day

**Mother tongue** - refers to the first language learned at home in childhood and still understood by the individual at the time of the census.

**Participation rate** - refers to the total labour force in the week (Sunday to Saturday) prior to Census day, expressed as a percentage of the population 15 years of age and over, excluding institutional residents.

**Unemployed** - refers to persons 15 years of age and over, excluding institutional residents, who, during the week (Saturday to Sunday) prior to Census Day, were without paid work and were available for work and either; 1) had actively looked for work in the past four weeks; or 2) were on temporary lay-off and expected to return to their job ; or 3) had definite arrangements to start a new job in four weeks or less.

**Unemployment rate** - refers to the unemployed labour force expressed as a percentage of the total labour force in the week (Sunday to Saturday) prior to Census Day. Data are available for persons 15 years of age and over, excluding institutional residents.

**Visible minority** - the employment equity act definition was used. It defines Visible minorities as persons (other than Aboriginal Persons) who are non-Caucasian in race or non-white in color.

**Working age population** - refers to the number of persons in the total population who are 15 years of age and over, excluding institutional residents.