

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**.

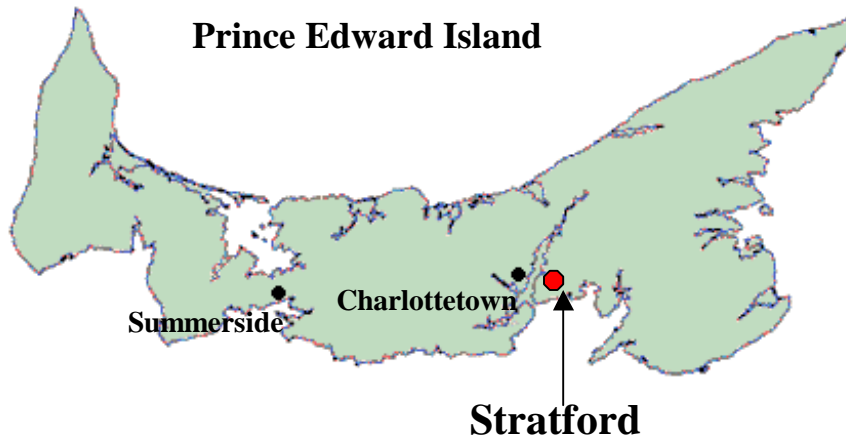
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Municipal Profile: Stratford, Prince Edward Island

General Overview

Prince Edward Island is located just off the eastern shore of Canada, in the Gulf of St. Lawrence. It is separated from the mainland by the Northumberland Strait.



The Town of Stratford is located in Queens County, on the south shore of Prince Edward Island. Stratford has a population of 5,869 and covers a land area of 22.1 sq. km.

Distances	
Confederation Bridge (to New Brunswick)	59 km
Charlottetown	5 km
Summerside	75 km
Wood Islands ferry (to Nova Scotia)	58 km

Parts of Stratford are in the federal electoral districts of Hillsborough and Cardigan. The Town is in the provincial riding of Glen Stewart-Bellevue Cove, which is Provincial District 7.

The Town is situated immediately southeast of Charlottetown, the provincial capital. Stratford is on a peninsula, bounded by the Hillsborough River, Charlottetown Harbour, Hillsborough Bay and Fullerton's Marsh. The Hillsborough River has been designated as a Canadian Heritage River.

Stratford was incorporated in 1995, with the amalgamation of the communities of Bunbury, Southport, Cross Roads, Keppoch-Kinlock, and Battery Point.

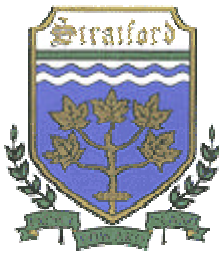
A Brief History

The earliest European settlement in the area was in the 1750's when Acadian families settled in the Bunbury area. Early activities were farming, shipbuilding, and brick making. The area became a focus of commercial and transportation interests with the construction of the first Hillsborough Bridge in 1905.

The first church in the area was the Cross Roads Christian Church. It was built in 1839, and remains active to this day.

After the construction of the new Hillsborough Bridge in 1961, Stratford's population began to grow rapidly. By 1976 there were over 1000 housing units and a population of over 3,400.

Source: Town of Stratford Official Plan



The Stratford Crest

The word Stratford means "Road Over Water".

The solid green bar under the word Stratford represents the road and the land. Blue waves represent the water.

The Town of Stratford is made up of five communities: Bunbury, Southport, Cross Roads, Keppoch-Kinlock, and Battery Point. These communities are represented by the five maple leaves in the center of the crest. Maple leaves were chosen for their connection to Canada.

The five communities were also represented by the budding branches towards the bottom of the crest.

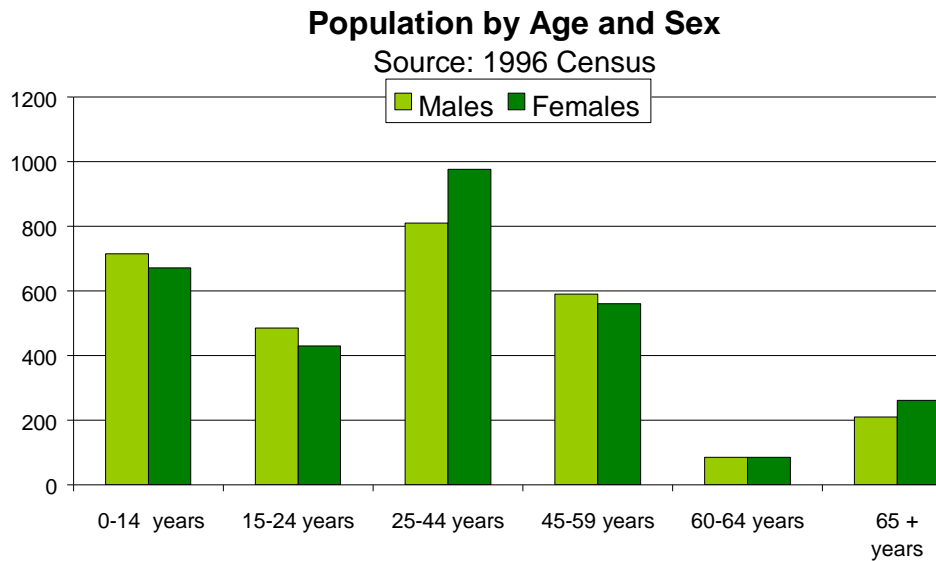
Five sets of buds: One at the top, four along the sides. Buds were chosen as they represent the birth and growth of a new town.

The type style for the word "Stratford" and the colour gold were chosen as they both represent heritage and greatness.

Stratford is part of the "Communities in Bloom" program.

Population

At the time of the 1996 Census, Stratford had a population of 5,869 people, an increase of 8.1 % over the 1991 Census.



Population by Age and Sex				
Age Group	Male	Female	Total	% of Total
0-14 years	715	670	1385	24%
15-24 years	485	430	915	16%
25-44 years	810	975	1785	30%
45-59 years	590	560	1150	20%
60-64 years	85	85	170	3%
65+ years	210	260	470	8%

Source: 1996 Census

The distribution of the population across the six age categories above is similar to that of the province as a whole, except the 65+ age group comprises 8 % of the Stratford population, compared to 13 % provincial population.

Language and Ethnic Origin

Mother Tongue

In Stratford, 5,680 people reported English and 100 people reported French as their mother tongue. Smaller numbers reported their mother tongue as Italian, Japanese, Czech, Gaelic languages, Serbo-Croatian, and Thai.

Knowledge of Languages

Knowledge of official languages showed 5240 people knowing English only, 10 knowing French only, and 605 people with a knowledge of both English and French.

Smaller numbers of people reported a knowledge of Czech, Dutch, Gaelic languages, Hindi, Hungarian, Italian, Serbo-Croatian, and Spanish.

Ethnic Origin

In Stratford, the most frequently reported ancestral group was Scottish. The next most reported group origins were English, Irish, Canadian and French. Together, these five categories made up approximately 89 % of the responses. Smaller groups, each with a response rate of 3 % or less reported their ethnic origins as:

Acadian	Dutch (Netherlands)	Maltese
African (Black)	East Indian	North American Indian
American	European	Norwegian
Austrian	German	Polish
Belgian	Greek	Scandinavian
Black	Guyanese	Serbian
British	Hungarian (Magyar)	Swedish
Chinese	Italian	Swiss
Czech	Japanese	Welsh
Danish	Lebanese	Yugoslav

Employment Income

The average employment income figures for Stratford are shown in the table below:

Employment Income			
	Number of People	Average Employment Income	PEI Average Employment Income
All persons with employment income by work activity	3325	\$24,335	\$18,951
Worked full year, full time	1795	\$35,738	\$30,039
Worked part year or part time	1450	\$10,791	\$12,025
Males with employment income	1765	\$28,039	\$22,663
Females with employment income	1555	\$20,137	\$14,724

Source: 1996 Census

The income figures for males and females are the average of full time, part time and part year employment. The average income for males was substantially higher than for females, 39% above the female average. This is consistent with the provincial average income rates and occurs because a higher percentage of females work either on a part year or part time basis. In addition, one third of all females employed on 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 the Stratford area was significantly higher, 28%, than the average employment income for all persons in PEI. The average income for

males in Stratford was approximately 24% more than the provincial average for males as compared to 37% higher for females.

There were 1795 persons, or 54% in Stratford who worked in full year, full time employment. The average employment income for this group of workers was \$35,738, which is 19 % higher than the provincial average.

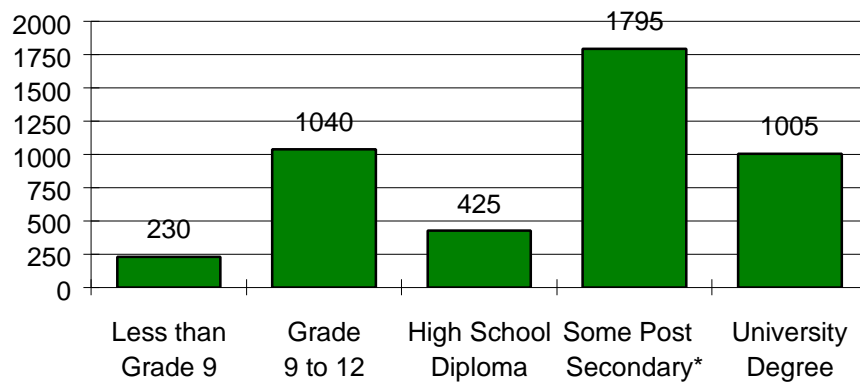
The Census family income for 1,635 families in Stratford averaged \$56,238, which is 19% higher than the provincial average of \$47,125. With the exception of the "part year or part time" category, the Stratford incomes exceeded the provincial averages for all the groups in the table above.

Education

Of Stratford's working age population, 15 years of age and older, (4,490) approximately 71% have obtained a high school diploma or higher, 28% have less than Grade 12 education and 22% obtained a post graduate degree. Compared to the province as a whole, Stratford residents have higher levels of education. Provincially, 58% of the population have a high school diploma or higher.

Population by Highest Level of Schooling

Source: 1996 Census



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

Post-Secondary Qualifications

In Stratford, there were 1045 males and 1150 females who reported completing post-secondary qualifications.

Males	Engineering and applied science technologies and trades	290
	Commerce, management and business administration	280
	Social sciences and related fields	140
	Humanities and related fields	100
	Educational, recreational and counselling services	75
	Engineering and applied sciences	60
	Health professions, sciences and technologies	40
	Mathematics and physical sciences	30
	Agricultural and biological sciences/technologies	20
Females	Commerce, management and business administration	375
	Health professions, sciences and technologies	275
	Educational, recreational and counselling services	150
	Humanities and related fields	85
	Agricultural and biological sciences/technologies	75
	Social sciences and related fields	70
	Mathematics and physical sciences	50
	Fine and applied arts	30
	Engineering and applied science technologies and trades	30
Engineering and applied sciences	10	

Source: 1996 Census

Approximately 68 % of the males reporting post-secondary qualifications were in the fields of "engineering and applied science technologies and trades", "commerce, management and business administration," and "humanities and related fields." The remainder was spread across six categories ranging from 2 % to 10 %.

Approximately 70 % of the females reporting post-secondary qualifications were in the fields of "commerce, management and business administration", "health professions, sciences and technologies" and "educational, recreational and counselling services". The remainder was spread across seven categories ranging from 1 % to 7 %.

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.

Labour Force Activity		
	Stratford	PEI
Total population 15 years and over by labour force activity	4,490	103,750
In the labour force	3,205	70,820
Employed	2,955	61,060
Unemployed	245	9,760
Participation rate	71.4 %	68.3 %
Unemployment rate	7.6 %	13.8 %

Source: 1996 Census

At the time of the 1996 Census, Stratford had a working age population of 4,490 persons and a labour force that numbered 3,205. The participation rate was 71.4%, which was higher than the provincial participation rate of 68.3%. Stratford's labour force represents approximately 5% of PEI's total labour force. The labour force was composed of 2,955 persons who were employed and 245 persons who were unemployed.

The unemployment rate during the Census reference week was 7.6%, which was almost one half less than the provincial rate of 13.8%. Stratford's low unemployment rate may be attributed in part to Stratford's close proximity to Charlottetown; many residents of Stratford are employed in Charlottetown, which has a diversified and year round industry base.

Major Industries and Occupations

Labour Force by Industry

The Census reported that the 3,205 members of Stratford's labour force were shared between the industrial sectors shown in the table below.

Labour Force by Industry		
	Size of the Labour Force	Percent of the Labour Force
Health and social service industries	550	17%
Government service industries	495	15%
Retail trade industries	475	15%
Educational service industries	250	8%
Other service industries	250	8%
Accommodation, food and beverage service industries	205	6%
Manufacturing industries	185	6%
Construction industries	155	5%
Communication and other utility industries	130	4%
Wholesale trade industries	115	4%
Business service industries	110	3%
Transportation and storage industries	85	3%
Finance and insurance industries	75	2%
Other	40	1%
Agricultural and related service industries	40	1%
Real estate operator and insurance agent industries	20	1%

Source: 1996 Census

Much of Stratford's labour force is employed in year round industry such as retail trade, manufacturing, health and social services and government services; approximately 47% of the labour force is concentrated in one of these three industries.

Health and social services is the largest industry at 17%, it includes establishments engaged in operating institutional and non-institutional health and social service facilities such as hospitals and homes offering personal and/or nursing care.

The government service industry, which includes federal, provincial and local government services accounts for 15% of the labour force.

The retail trade industry includes establishments primarily involved in selling goods or providing services to the general public for personal or household consumption. The retail industry accounts for 15% of Stratford's labour force. The Town is anticipating increased growth as a result of the expansion of the Hillsborough Bridge to four lanes of traffic.

Agriculture

Agriculture is an important activity in and around Stratford. Due to confidentiality constraints, agriculture data is not available for the town alone. However, the following table provides information on the farm activity for the wider area, Lot 48, which includes the Town of Stratford.

	Lot 48	Provincial Total
Total number of farms	64	2,217
Total area of farms		
Acres	11,627	655,365
Hectares	4,705	265,217
Total farm capital	\$22.9 million	\$1, 417 billion
Total gross farm receipts	\$4.5 million	\$349.2 million
Total farm expenses	\$3.5 million	\$288.6 million

Source: Agricultural Profile of the Atlantic Provinces,
Statistics Canada Agricultural Division, Census 1996.

Farm receipts for the Stratford and area total over \$4 million annually. This area has approximately 3% of the total number of farms on PEI and represents approximately 1.8% of the total provincial acreage. Total gross farm receipts for the area were about 1% of the provincial total.

Labour Force by Occupation

Stratford has a labour force of 3,205, of which 1,630 are males and 1,570 are females. 61% of the total labour force is associated with one of the following three occupations:

- Sales and service occupations is the largest group, with 26% of the total.
- Business, finance and administrative occupations compose the second largest group at 21% of the labour force.
- Management occupations make up the third group, with 14% of the labour force.

Labour Force by Occupation			
	Total Labour Force	Male Labour Force	Female Labour Force
Sales and service occupations	850	395	455
Business, finance and administrative occupations	665	170	490
Management occupations	450	340	110
Occupations in social science, education, government service and religion	345	135	210
Trades, transport and equipment operators and related occupations	305	305	0
Health occupations	235	15	215
Natural and applied sciences and related occupations	90	70	15
Occupations unique to primary industry	80	80	10
Occupations unique to processing, manufacturing and utilities	75	70	10
Occupations in art, culture, recreation and sport	65	40	25

Source: 1996 Census

64% of the male labour force is associated with one of the following categories:

- Sales and service occupations, such as occupations in protective services, 24%
- Management occupations, such as managers in retail trade, food, and accommodation services, 21%
- Trades, transport, and equipment operators and related occupations, such as construction trades, 19%

60% of the female labour force is associated with one of the following 2 categories:

- Business, finance and administrative occupations, such as clerical occupations, 31%
- Sales and service occupations, such as occupations in childcare and home support workers, 29%

Business and Commerce

Contact names and numbers of Stratford's many businesses are listed in the business directory of The Stratford and Area Business Association, on Stratford's internet home page at

<http://www.town.stratford.pe.ca/biz-dir.htm>.

Abegweit Seafoods Inc.	Gillis Signs	Prince Edward Island Spice Merchants
AIDA Communications	Global Spider, DDL	Profile Research
Alan Trainor Auto Body Repair	Greco Pizza & Donair	Quik Pik Foods
Alana's Hair Shop	Greg MacDonald Backhoeing Ltd	Reddin Farm Equipment
Atlantic Canada Golf Academy	Habitat	Robin's Donuts
Atlantic Hy-Span Ltd.	Harbour Bridge Restaurant	Royal Bank of Canada
Atlas Wines	Heron Brothers Construction Co.	Sonny's Autobody Repair & Painting
Balderston's Produce	Hillsboro Area Funeral Cooperative	Southport Animal Hospital
Bill Koughan Auto Body	Hiram Walker Sales	Southport Dental Clinic
Bingley Auto Body	Hogan's Homestyle Restaurant	Southport Home Center
Brumac Construction	Island Cablevision Ltd	Southport Kwik Way
Bunbury Video	Island Canvas & Textiles	Southport Motel, Cottages & RV Park
C.J.'s Family Hairstyling	Island Chimney Sweep Co	Southport Pharmacy
Canadian Financial Partners & Insurance Associates	Island Coastal Ltd.	Speedy Saw Sales & Services
Cedar Hill Roofing	Island Driving School	St. John House Inc.
Charles Stewart Electric	Island Lightning Rod Co	Starlite Custom Autobody Repair
Circle J Tack and Leisure Wear	Island Packaging Co. Ltd	Steve Oraniuk Electric
CRM Ready Mix Co. Ltd.	Island Rafts Ltd.	Stewart Hunter Plumbing & Heating
Cross Canada Management Ltd.	Island Sprinkler Systems	Stratford Bakery & Deli
CSC Computer Systems	Island Way Vacations	Stratford Child Care Centre
D.R. Livingstone	Johnson Controls Ltd.	Stratford Esso Tiger Express
Dominion Roofing	Johnsons River Multi Mart	Stratford Hair Salon
Dr. Todd Parent Dentist	Keir MacLeod Vinyl Siding	Stratford Liquor Mart
Drake Clean-up Systems	Kelly's Hairstyling	Summit Business Planning
Duffy's Ultramar	Kenneth MacDonald Septic Tank	Taylor's Garage
Dunkin Donuts	King of Clubs	The Co-Operators
Earl A. Redmond Inc.	Lee Family Restaurant	The Display & Design Agency
East Coast Model Centre	Liquor Mart	The Meat Shoppe
East Coast Steel Ltd.	Lofood Ltd.	The Sunshine Store
Eastern Hospitality	M & M Trucking Ltd	Total Learning Company
Eddic May Murder Mystery Dinner Theatre	MacLeod Construction	Upholstery Repair Specialists
Elegant Bloomers Flower Shoppe	MacIntyre Sheet Metal	UR Welcome
Elwin Jay Rentals	Marjorie Crescent Home	Weatherbee Manufacturing Inc.
Fair Isle Ford	Mary Kaufield Real Estate	Welcome Wagon Hostess
Farmer & MacLeod	McDonalds Restaurant	Wheel Alignment Service
Fast Foods (PEI) Ltd (KFC)	Mortgage Placement Systems	Wood's Farms
First Mechanical Systems	Myers & Lewis Building Products	
Ford Electric Limited	Original Frames	
Fourth Wave Strategic Management	Ostridge Brothers Construction Ltd	
Fraser's Potato Newsletter	Outer Limits Sports	
General Bearing Service	Paul Hughes Septic Tank Service	
	Pippy's Service Center	

Transportation

The major roadway in the Town is the Trans Canada Highway, which runs from the Confederation Bridge, through Charlottetown and Stratford to the ferry terminal at Wood Islands. A major upgrading to the Hillsborough Bridge was completed in 1998. This has relieved the rush hour congestion of traffic to and from Charlottetown during the rush hour periods. Stratford is anticipating even more economic growth as the result of the bridge expansion.

Housing and Real Estate

The 1996 Census reported 1910 occupied private dwellings in Stratford. Over 80 % of these were single-detached houses. There were 195 dwelling units in apartment buildings less than five storeys, 95 semi-detached houses, and 35 described as apartment, detached duplex.

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

\$57,930 for a one or 2 bedroom home
\$132,380 for a 5 or more bedroom home
\$91,087 overall average

Source: PEI Real Estate Association

New home construction starts in 1997 were 27 single family dwellings, one 12-unit apartment building, one commercial structure, and three cottages.

Source: Town of Stratford

There are two senior citizens complexes with a total of 35 units.

A municipal industrial park is under development, and there is a privately owned business centre building with space available for lease.

Education

Children in Stratford can attend one of the following preschool facilities:

- First Steps Child Care Centre
- Fun 'n Learning Centre is a play school prekindergarten
- Bunbury Kindergarten
- Stratford Kindergarten

For **elementary school**, students attend Glen Stewart Elementary School for grades 1 to 6. Student enrollment is 718.

Students are transported by bus to Charlottetown for **junior and senior high school**.

- Stone Park Intermediate School for junior high, grades 7 to 9, enrollment 718.
- Charlottetown Rural for senior high, grades 10 to 12, enrollment 1079. Charlottetown Rural High School has a web site at <http://www.gov.pe.ca/educ/schools/rural/index.html>.

Health Care Facilities

Stratford has a doctor's clinic, two dentists, a pharmacy, and a vet clinic.

Adjacent Charlottetown has the Queen Elizabeth Hospital, numerous doctors, dentists, and pharmacies, and several clinics. There is also a large animal clinic at the Atlantic Veterinary College in Charlottetown.

Points of Service

Provincial and federal government services are available in adjacent Charlottetown. Stratford is served by the Charlottetown Human Resource Centre. Municipal offices are at the Stratford Town Hall, 110 Mason Road.

Other services are available from many of the community groups, which are listed in another section in this report.

Municipal Services

The Town of Stratford provides street lights and maintenance, garbage collection, snow removal and animal control. Policing is through a contract with the RCMP. Fire protection is provided by the Crossroads Fire Department.

Most water systems are private, although the municipality may eventually assume control of them. Some lots have their own on-site wells. Most of the housing units in the Town have central sewer systems.

Tax rates for 1998 are \$0.40 per \$100 of assessed value for commercial properties, and \$0.62 per \$100 for non commercial properties. The annual water rates are \$150.00.

Recreation

There is a wide range of recreation facilities in Stratford. These include:

- Five ball fields - McNeill Field (2), Bunbury Ball Field, Beacon Hill, Glen Stewart
- Soccer Fields: Glen Stewart, Tea Hill, Bonavista Field, Beacon Hill
- Tennis Courts: Pondsides and Beacon Hill
- Outdoor rink
- Glen Stewart Gym
- Walking trails under development

The Town's Park Development Plan lists 18 properties which range from undeveloped vacant land to 15 developed neighbourhood parks.

The Stratford Recreation Department has an extensive range of programs and services for all ages. The department can be reached at (902) 569-2535. The Stratford Official Town Plan states that there are over 1,100 annual participants in the sports programs.

Other Outdoor Opportunities

Within 10 to 20 km of the municipality, anglers can fish for brook trout at numerous locations. These include: Cass Pond, Marshall's Pond, Corran Ban Bridge and Winter River, Hardy's Pond, Warren's Pond, the North River at the causeway (also a good spot for white perch), Andrew's Pond, Hatchery Pond, Fullerton's Marsh, Johntson's River Impoundment, Glenfinnan River Bridge and Impoundment, Glenfinnan Lake, and Reardon's Ponds. Striped bass is also sometimes caught in the Hillsborough River.

Glenfinnan Lake is one of the best spots on the Island for catching Rainbow trout and it is one of two locations on the Island where winter ice fishing for trout is permitted.

Cultural Events

Stratford residents can enjoy several special events that are put on each year, including:

- Stratford Winter Carnival
- Stratford Town Levee
- Canada Day Celebrations
- Business Mixer
- Stratford Day
- Night of Stars
- Seniors Events
- Terry Fox Day
- Harvest Fest
- Annual Yard Sale

These events are coordinated by the Recreation Events Committee.

Churches

Stratford has three churches:

- Our Lady of Assumption Roman Catholic Church
- First Baptist Church (Crossroads Christian)
- Clifton United Church

Community Organizations

Stratford has many community groups including

- Beavers
- Brownies
- Central Queens Wildlife Federation
- Community Consultative Group
- Community School Committee
- Crossroads Fire Department
- Crossroads Lions Club
- Crossroads Women's Institute
- Cubs
- Fort Augustus Lions Club
- Guides
- Home and School Association
- Knights of Columbus
- Scouts
- Seniors Club
- Southport Catholic Women's League
- Southport Women's Institute
- Stratford & Area Business Development Association
- Stratford Ball Association
- Stratford Soccer Association

Many other special interest and self help groups are located in Charlottetown.

Contact Information

To find out more about Stratford, contact one of the groups below:

Town of Stratford

110 Mason Road
Stratford, PE
C1A 7J5

Telephone: (902) 569-1995
Fax: (902) 569-5000
E-Mail: tostrat@atcon.com
Office hours: Mon-Fri 8:30 - 5:00
Council meetings: Second Wednesday of month, 7:30 pm

Mayor: Michael A. Farmer
Deputy mayor: Dave Swan
Administrator: Carol Lowther
Councillors: J.D. MacPherson, Joe Perry, Dianne Griffin,
Steve MacDonald, Doug Beaton

Assistant Administrator: Adele Gillis
Administrative support: Angela Blanchard , Betty Dingwell
Recreation director: Ron Fisher
Rec. Coordinator: JoAnne Weir
Town planner: Dale Kloiber

Visit the Town of Stratford web page at <http://www.town.stratford.pe.ca/index.html>



Hon. Michael A. Farmer

Stratford & Area Business Development Association

Telephone (902) 569-1995

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

Web site: <http://www.munisource.org/fpeim/>

Human Resources Development Canada

Stratford is served by the Charlottetown Human Resource Centre. For information about programs and services offered by HRDC, you may visit our website at:

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

The site also contains links to other sites of interest.

Charlottetown Human Resource Centre

161 St. Peters Road
PO Box 20105
Sherwood Postal Outlet
Sherwood, Prince Edward Island
Canada CIA 9E3

Located in the Ellis Brothers Shopping Centre, the office serves Charlottetown, the Capital City of Prince Edward Island. It also serves an area from Hunter River in the Western portion of Queens County continuing East to Vernon River in the Western portion of Kings County.

The office is a full service centre with Employment Insurance, Income Security Programs, Employment Programs, Investigation & Control and Women's Programs. The population of the area served by HRC Charlottetown is 64,000 with a Labour force estimated at 35,000. There is an employer base estimated at 4000.

Hours of Operation:

8:30 A.M. to 4:00 PM. Monday to Friday

Telephone Numbers.

Employment Insurance Inquiries: 902-566-7781
Toll Free: (English): 1-800-206-7218, (French): 1-800-808-6352
Job line: 902-566-7799 Toll Free. 1-800-363-2342

Employment Services:

General enquiries: 902-566-7723 or 902-566-7766
Employer Job Orders: 902-566-7754
Records of Employment: Toll Free: 1-800-578-6821

Income Security Programs:

(Canada Pension/Old Age Security)
English: 1-800-277-9914
French: 1-800-277-9915

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.