

RUSTICO



Prince Edward Island

RDÉE

Île-du-Prince-Édouard

Votre conseil de développement économique



RUSTICO REGION

Rustico is a rural region north of Summerside that includes North Rustico, Hunter River, Lots 22-24 and the Resort Municipality of Stanley Bridge, Hope River, Bayview, Cavendish and North Rustico. In 2016, the Rustico population was 4,613 and it had witnessed a strong population growth of 5.8 percent between 2011 and 2016.

Tourism is the main driver of the local economy. There are over 50 accommodations providers of which nearly half are firms renting cottages and cabins. There are 25 restaurants and over 70 mostly small retail stores. Farming and fishing are also important local industries.

Fifteen percent of the population in this area speaks French but only 145 people have French as their mother tongue. The ability to speak French is an important asset for the tourism sector and other important service industries.

The region has not attracted many immigrants in recent years (50 out of a total population of more than 4,600).

A significant portion of workers in the Rustico region are heading towards retirement. Over 36 percent of the workforce is over the age of 55 and there are not enough young people coming up as replacements. If the strategically important tourism industry does not have enough workers, its growth potential will be constrained.



Summary economic and demographic profile – Rustico region

DEMOGRAPHICS AND ECONOMY		FRANCOPHONE AND IMMIGRATION CHARACTERISTICS*	
Population – Rustico region†	4,613	French-speaking population	675
Population change (2015-2018)	5.8%	% of total population	15%
Share of the population over the age of 55	38%	French as their mother tongue	145
Top five industries by employment (in order):		% of total population	3%
		% of Francophones 55+ (Queens Co.)	42%
<div>1</div> Agriculture, forestry, fishing <div>2</div> Construction <div>3</div> Retail trade <div>4</div> Accommodation and food services <div>5</div> Public administration	Immigrants (all countries)		245
	Immigrants (% of total population)		5%
	Recent immigrants*		50
	% of all immigrants*		20%

†Rustico is part of Queens County (pop. 82,017
 *and non-permanent residents.
 Sources: Statistics Canada 2016 Census.

