What People Say:

Application of Rural Definitions and Descriptors of Community in Ingersoll, Ontario

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Back Drop to Research

- How we define and describe communities impacts the individuals who live there.
- A definition of rural, and what constitutes a rural community has been the focus of academic and political debate.
- While the academic debate exists, it is often not reconciled with the lay discourse.

Key Research Questions

- How do residents of Ingersoll Ontario describe their community?
- How does the lay discourse of rural differ from the academic and political discourse, as found in Ingersoll Ontario?

How is rural defined?

- Descriptive definitions
 - Rural is defined by their socio-spatial characteristics
- Socio-cultural definitions
 - Rural is defined by the way people act and behave in rural areas
- Rural as a locality
 - Rural is defined by the existence of structures operating at a local level
- Social Representations of rural
 - Rural is defined with input from the lay discourse, and how people view and describe rural

How is rural defined?

- **OMAFRA RED Program**
 - <100 000 people and < 100 people/km²
- **Northern Rural Remote Recruitment and Retention Program**
 - an index scoring a communities population, density, health services and travel times to referral centers
- **Census Rural**
 - < 1000 people, or < 400 people/ km²

Ingersoll, Ontario

Ingersoll, Ontario

Ingersoll, Ontario

- Population: 12 757 (5% increase from 2011 to 2016)
- Population Density: 1 000 people per km²

Top Industries (NAICS)	Number Employed (2011)
Manufacturing	1 735
Health care and social assistance	740
Retail trade	715

**What are people in Ingersoll
saying?**

A word cloud shaped like a speech bubble, containing various words and phrases. The words are arranged in a circular pattern, with the largest words in the center and smaller words towards the edges. The colors are primarily blue and grey, with some words in a lighter blue. The background is white with a grey and blue geometric design on the left side.

Small friendly town community everyone

Words included in the cloud:

- raise
- town.well
- ingressoll
- blue-collar
- maintained
- smart
- taxes
- change
- conservative
- safe
- industrial
- expensive
- doesn't
- closed-minded
- awesome
- local community
- welcoming
- caring
- town!
- helpful
- developing
- louie's
- place
- sign
- buildings
- quickly
- doesn't
- walkable
- focused
- limited
- values
- family
- home
- knit folks
- kind
- dump
- uneducated
- close
- spirit
- value
- affordable
- knows
- town
- great
- festival
- factory
- quaint
- generous
- progressive
- active
- stores
- thinks
- inclusive
- idci
- progress
- infrastructure
- know
- highway
- hockey
- cliquey
- family-friendly
- quiet
- helpful
- friendly
- shop
- slow
- trucks
- high
- mcDonald's

Is Ingersoll rural?

What are the implications for rural Ontario?

- Who is and is not included in rural Ontario?
- The way communities are described and classified impacts the way they are viewed by both residents, and outsiders.
- Altering definitions and description affect how communities are impacted by policy and programs.

Moving Forward

- The way individuals and organizations describe communities differs and it is necessary to be aware of these differences.
- When using a term such as 'rural' it is important to define what it means in the particular context.
- Academics and policy makers alike need to be aware of the 'lay discourse' that surrounds communities.

Contact Information

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Thank-you