

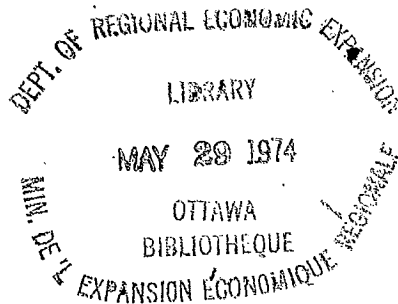
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IS

A PROPOSAL

TO INVESTIGATE THE EXPERIENCES  
OF RURAL TO URBAN MIGRANTS  
FORMERLY EMPLOYED IN  
PRIMARY RESOURCE INDUSTRIES

FOR

NATURAL RESOURCE STUDIES  
ECONOMIC ANALYSIS BRANCH  
DEPARTMENT OF REGIONAL ECONOMIC EXPANSION



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## THE PROBLEM

The process of economic development requires people to seek new occupations, move to new areas and change their traditional patterns of living. A significant number of farmers, fishermen, loggers, and miners in Eastern Canada have moved to urban areas to seek new employment opportunities. Many more men employed in these industries will probably be forced to seek alternative employment in the future.

It is very desirable that as new job opportunities are created that the jobs be of a type men now employed in primary industries can adjust to and that they will have the opportunity to prepare themselves for these new jobs. At the present time, little is known regarding the job preferences of such men, or of their ability to adjust to urban work situations.

If the adjustment process is to proceed as quickly and with as little economic and social dislocation as possible, it is desirable to study the experience of families which have moved from a rural to an urban environment. It may be particularly valuable to investigate their experiences at this time because of the high rate of unemployment. It is useful to determine whether they are suffering relatively higher unemployment rates than other urban workers. Most rural people probably have little problem finding a new job and adjusting during periods of high employment. It is during periods of high unemployment that the success or failure of their ability to adjust can be best determined.

## BACKGROUND

A number of studies of migrants and potential migrants have been done in Canada. Abramson (1966) interviewed 100 former farm operators living in Saskatoon. She investigated the decision process involved in deciding to move to leave the farm, the degree of adjustment to the urban environment and experimented with a predictive index of urban adjustment. This study included only former farmers who were chosen on an availability basis in Saskatoon. Little attention was given to the type of employment held by the former farmers and the major emphasis was on sociological aspects of adjustment.

Abramson and Howland (1968) investigated barriers to population mobility in four areas of the Atlantic provinces and Quebec. The focus of this study of 344 persons was factors discouraging mobility and means of encouraging various typologies of individuals to become more mobile. This study did not involve many persons who had actually moved to a new job.

Thirteen persons were interviewed in Toronto by McCormack (1968). They were chosen on a case study basis and relatively little attention was given to the type of employment sought or held.

The above research, while suggestive of the primary problems and processes of migration, do not provide detailed information regarding the role of employment preferences and job experience. In order to develop employment opportunities and prepare men now under-employed in the primary resource industries for new jobs, we need to know much more. The purpose of this proposal is to outline a research project which will provide information useful in developing employment creating and employee counselling programs.

The following research project is seen as a pilot project to be undertaken in one area at this time. It is anticipated that similar projects may be required in

several geographic areas because of differences in the primary industries from which men are moving, differences in cultural values, and differences in employment opportunities which are dictated by the natural and physical resources of various regions.

## OBJECTIVES

The general objective of this research proposal is to investigate the employment experiences of families which have moved from rural to urban areas. Specific objectives include:

1. To determine the employment preferences and experiences of former primary resource workers who have moved to an urban area.
2. To determine the result of their move in terms of:
  - a) Objective criteria such as income, level of living, etc.
  - b) Subjective measures such as level of satisfaction and preferences of husband, wife, and teenage children, etc.
3. To determine what factors predict successful adjustment and their relative importance to different types of individuals. Among those to be investigated are:
  - a) Educational level, occupational skills and employment history of the father.
  - b) Reasons for moving.
  - c) Participation in Canada Manpower retraining programs.
  - d) The type of urban job acquired in terms of location, skill, pay, etc.
  - e) The ability of the wife and family to cope with, and become integrated in, urban society.
  - f) The urban area to which the farmer has moved and the distance moved.

4. To investigate the type of job secured by the husband and/or wife.
5. To identify the types of industries which provide the jobs primary resource workers can most readily qualify for and successfully adjust to.
6. To develop methodological procedures and guidelines which can be used in conducting similar studies in other geographic areas.

## METHOD

### Sample Design

There are two alternatives which may be used in selecting a sample of respondents. The first and preferable procedure would be to enumerate all potential respondents in a given geographic area and then randomly sample those to be interviewed. The second procedure would be to select respondents on an availability basis within a limited number of cities. This latter procedure, while easier and much cheaper, has the grave limitation of providing information which cannot be generalized to any other group of respondents.

We recommend that the first approach be used and the study be conducted in Eastern Ontario. This area has not been as intensively studied as many other parts of the Atlantic provinces, provides an opportunity to interview persons from two different linguistic and cultural traditions, and has recently been designated as an area which qualifies for developmental assistance.

The selection of specific counties will be made in consultation with the client and may have to be modified on the basis of experience in enumerating potential respondents. A sample of 100 households will be randomly chosen from a list of at least 200 households. This list will be compiled from Post Office, County Land Title Register, Department of Highways, and other available lists or statistics. An effort will be made to enumerate at least 90% of all potential respondents who have moved from a rural to urban area during the past five years.

Once the sample of respondents has been randomly selected, they will be contacted and interviewed at their new residence. The husband, wife and one teenage child, if present, will be interviewed in each household. Persons who have moved more than 200 miles, or have left the county, will be excluded unless they have moved to Southern Ontario.

If the client prefers the case study approach, the respondents will be selected on an availability basis in a number of cities in Eastern Ontario. These would include Ottawa, Cornwall, Smiths Falls, Brockville, Kingston, Renfrew, and Pembroke. In this case, potential respondents will be identified by going to knowledgeable persons both in the rural and urban areas. In rural areas, the assistance of provincial extension and rural development personnel, high school principals and members of the clergy will be solicited. In urban areas, the assistance of Manpower retraining personnel, employers and high school principals will be sought. Cost estimates for the two alternative sample selection procedures will be included in the statement of costs.

#### The Interviewees

It is suggested that only those heads of households who have moved from a rural to an urban area be included in the survey. In order to exclude retirees, the head of the household must have held a job prior to moving and be under 55 years of age at the time of the move. It is also suggested that only married men who had worked for at least two years in a rural area be included in the study. This last restriction would exclude young unmarried men who have left home but whose parents still farm, fish, mine or work in the forest industry. The exact criteria to be used in selecting the sample will be chosen after consultation with the client.

#### The Interviews

It is proposed that interviews be conducted with the father, mother and one teenage child, if present, in the family. By getting the opinions and experiences of both parents and their children, it will be possible to identify the specific sources of dissatisfaction and determine the overall success of the family's adjustment to their new environment.

The information required to meet the objectives of the study will be solicited from each family member individually. The man will be asked to complete a job preference instrument, relate his employment history, reasons



for moving and level of job, social and personal satisfaction. The woman will be asked how she feels about her new environment and changes in social activities. The children will be interviewed to determine their feelings about the change. It may prove desirable to collect information from the man's employer. A decision on this should be delayed until pretesting has been undertaken.

### Data To Be Collected

It is proposed that the major concepts to be investigated will be measured using the instruments or techniques shown below. Consultation with the client as to the most efficient and valid means of measuring the concepts is anticipated.

Concept	Measuring Technique
1. Employment Preferences	a) Allport, Vernon, Lindzey Study of Values instrument or b) Kuder Preference Scale
2. Level of Living	a) Increase or decrease in physical and social amenities. b) Amount of discretionary income available when all basic essentials have been paid
3. Level of Satisfaction	a) Degree of satisfaction in relation to housing, income, education, security, social interaction, etc., as measured on a Likert type scale. b) Questions to probe present vs. pre-move satisfaction.
4. Employment History	a) Diary of past employment.
5. Employment Skills/ Training	a) Formal and informal training, on the job experience, etc.
6. Job Skills	a) As measured by Dictionary of Occupational Titles.

7. Successful Adjustment

This is a multi-dimensional concept which will be indexed by means of multi-dimensional techniques. The concepts used by Abramson will be included in the preliminary data. These include annual family income, participation in social groups, attitude toward city life and a rating of personal adjustment to life.

8. Beliefs and Values

Value instruments developed by Rokeach.

Since this is an exploratory study, it is anticipated that a number of scaling and statistical techniques such as multi-dimensional scaling, factor analysis and canonical analysis will be used.

COSTS AND TIMING

Preliminary Consultation, Literature Review and Interviews with Key People	\$ 1,500.
Questionnaire Construction and Pretesting	2,000.
Translation of Interview Schedule	1,000.
OPTION 1: Probability sample of 100 households	
Identification and listing of potential respondents	3,500.
Sample selection	200.
Interviewing	4,500.
Travel	3,000.
OPTION 2: Case study of 100 households	
Identification and listing of potential respondents	2,000.
Interviewing	4,000.
Travel	2,000.
Cleaning, coding and processing data	2,500.
Analysis and Report Writing	3,000.
Total Option 1 (Probability Sample)	\$21,200.
Total Option 2 (Case Study)	\$18,000.

It is estimated that the project as outlined (Option 1 - Probability Sample) would require 5 months. Option 2 (Case Study) would require 4 months.

## RESEARCH PERSONNEL

The project will be directed by Dr. James White, while the sampling and computer procedures will be under the supervision of Mr. Eric Pickett. Short biographies of the principal researchers follow.

### Dr. W. James White

Received his B.S.A. from the Department of Agricultural Economics at the Ontario Agricultural College and his M.A. and Ph.D. from the Department of Communication at Michigan State University.

While employed by the Economics Branch, Canada Department of Agriculture, he co-directed a mail survey of 185,000 Canadian dairy farmers and directed a socio-economic survey of farmers in Ontario.

While employed by David Jackson and Associates Limited, he directed several major research projects. These included: an evaluation of a training program which required the conducting of interviews in all regions of Canada; a market survey of Ontario farmers; the 1970 Metropolitan Toronto student drug survey for the Addiction Research Foundation; advertising effectiveness surveys for a major advertising agency and human resources inventories.

Eric E. Pickett

Received his degree in Engineering and his M.A. in Mathematics from the University of Toronto. Currently, he is enrolled in a Ph.D. program in Industrial Engineering at the same university. He was employed for 7 years by a large Canadian Corporation in the field of Operations Research and Computer Simulation Techniques. He has designed and delivered courses in mathematics, computers and systems to industrial personnel.

He has created information system under contract to the Federal Government, developed models for use in social research and designed systems for several large surveys. His fields of interest include computer analysis, statistical analysis of data and operations research.