



COMMUNITY PROFILE: Quesnel/North Cariboo Region

Fall 2017

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Introduction

The North Cariboo region is economically dependent on the natural resource sector, which has traditionally been dominated by the forest industry; however, other dominant industries include mining, agriculture, and tourism. The region's economy and its communities are facing a significant challenge due to many factors including increasing frequency of natural disturbances and the continued volatility in the global market for natural resources.

These factors have the ability to cause wide scale impacts to individuals and communities of the North Cariboo as they will impact jobs, businesses, and services in the community.

To support the community in working toward a long-term goal of building a more diverse economy and resilient community for Quesnel and the North Cariboo region, the Community Development Institute (CDI) at University of Northern British Columbia (UNBC) partnered with the City of Quesnel and Cariboo Regional District (CRD) to deliver an economic development project that would engage the community to identify and build on community and regional assets and strengths to diversify the economy that would result in economic change and transformation.

To build an understanding of the assets, opportunities, and challenges in the community, the first step that needs to be taken is completing research to compile a community profile to provide useful insights on the residents and local economy, as well as on the opportunities and challenges for the community moving forward.

The data that has been collected for this Community Profile is the most recent that can be found for the region. However, due to schedules and methodologies for data collection, such as suppression of data sets due to low response, some of the data presented may appear outdated.

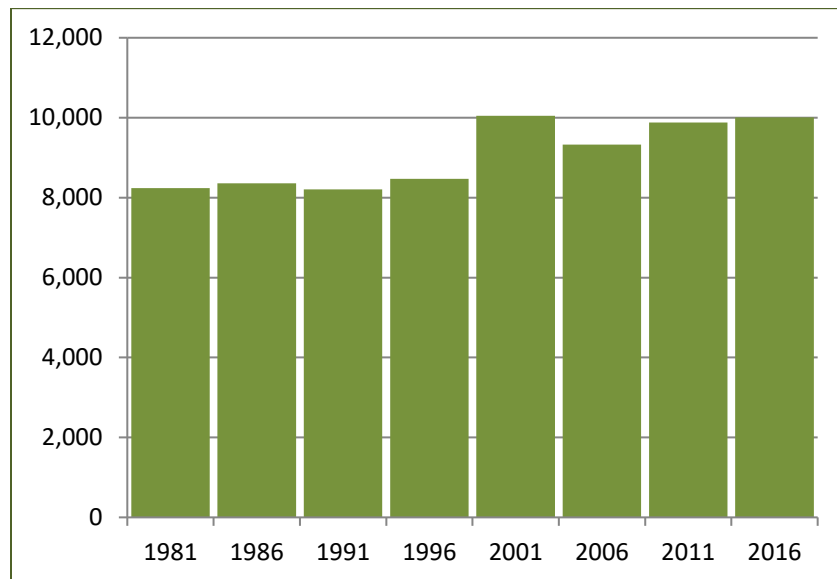
This Community Profile provides a snapshot of the community that can be used as a baseline and reference point for future planning and actions.

Population

Population data is included in this report because it provides information about the size of the community and its change over time. In combination with other data, population information shows how events and regional trends influence the community.

Quesnel has maintained a relatively steady population throughout the last three-and-a-half decades. With some fluctuations over time, it has increased by almost 22% between 1991 and 2016 (with part of this being the result of a municipal boundary expansion); however, British Columbia’s population has grown by close to 42% during that time. In the last five years, Quesnel has seen growth of 1.3%, compared to 5.6% province-wide. As Figure 1.1 shows, the highest population recorded in Quesnel, 10,044, occurred in 2001. By 2016, the population was at 10,007. Figure 1.2 demonstrates that the surrounding electoral areas and the Cariboo Regional District have seen a stronger population decrease since 2001 (-5.6%) than Quesnel (-0.4%).

Figure 1.1 Population: Quesnel, 1981-2016



Source: Statistics Canada. 1981-2016. Census Program.

Figure 1.2 Population: Electoral Areas and Regional District, 2001-2016



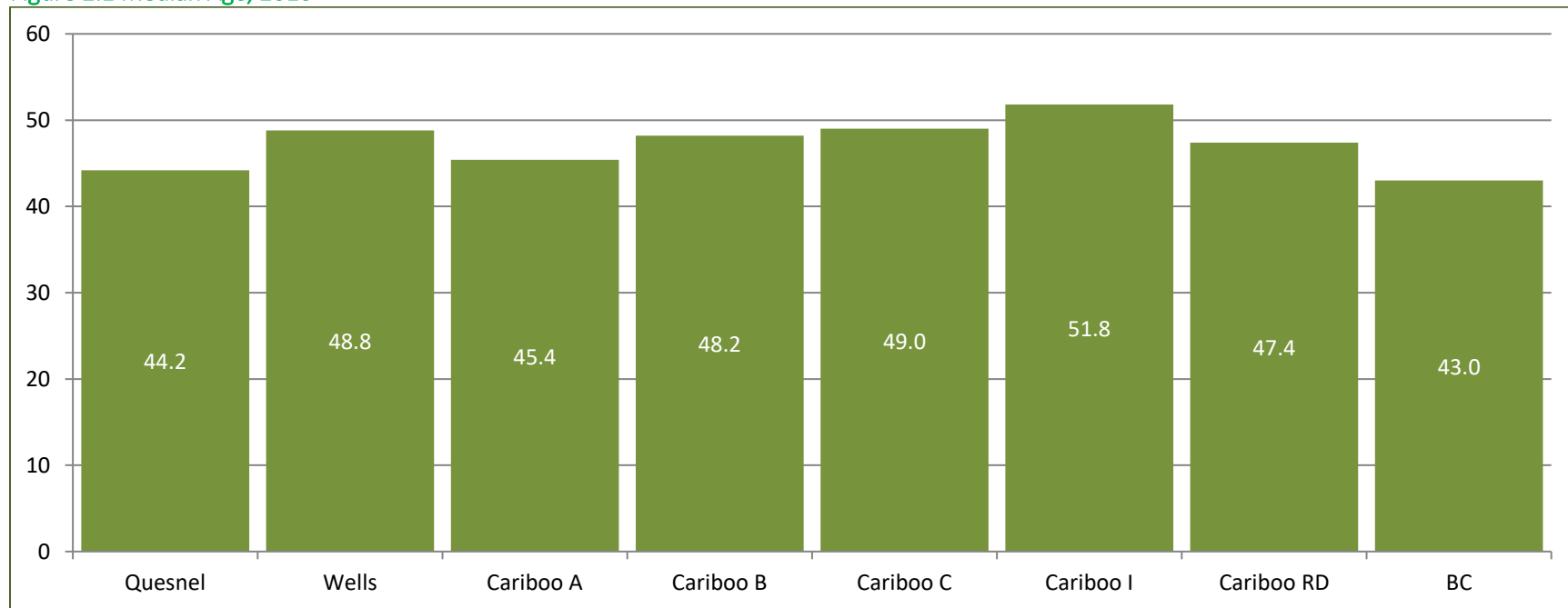
Source: Statistics Canada. 2001-2016. Census Program.

Age Profile

The age profile of a community provides information about the age composition of the population and how it has changed over time. This information can be used, for example, to learn about community structure and determine service needs.

Median age is defined as the exact age where half the population is older and half is younger.ⁱ As of 2016, median age in Quesnel was 44 years of age, which was similar to the provincial median age of 43. Compared to the surrounding electoral areas, which include Wells and Cariboo A, B, C, and I, Quesnel has a younger population. As shown in Figure 2.1, median age in the electoral areas and the regional district is consistently above that in Quesnel and goes as high as 52 years in Cariboo I.

Figure 2.1 Median Age, 2016



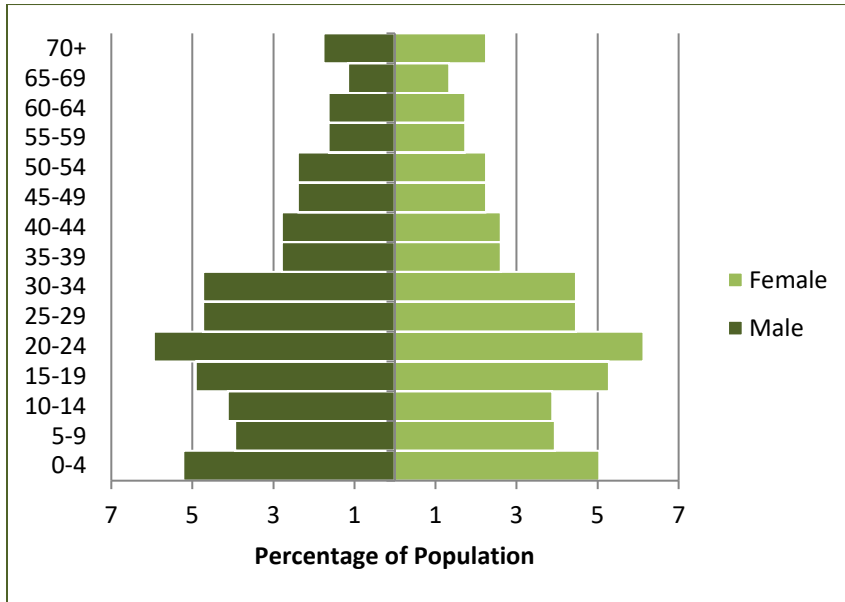
Source: Statistics Canada. 2016. Census Program.

The population pyramid for Quesnel for 1981 (Figure 2.2) shows that men and women aged 20-24 made up the largest age group. Significant numbers of children and youth further indicated the strong representation of young families in the community. As presented in Figure 2.3, by 2016 the population pyramid shows that Quesnel has undergone change. The largest age group is now made up of men and women aged 55-59. Older seniors' age groups, especially women, have become more strongly represented in Quesnel, while youth representation has decreased. The percentage of the population in the family formation years of 20-44 years of age has fallen from 41.3% of the population in 1981 to 28.2% in 2016.

The 2016 population pyramid for the Province of British Columbia (Figure 2.4) paints a similar picture of an aging population where the largest age groups are now in their fifties. The share of seniors aged 65 and over is around 18% of the province-wide population and around 20% in Quesnel.

The electoral areas surrounding Quesnel show an even larger population group aged 50 to 70 years, as shown in Figure 2.5, while the prevalence of seniors in their late seventies and older is lower than in Quesnel. The population pyramids for the electoral areas, furthermore, show youth outmigration with an abrupt drop off in representation between 15 to 19-year-olds and 20 to 24-year-olds.

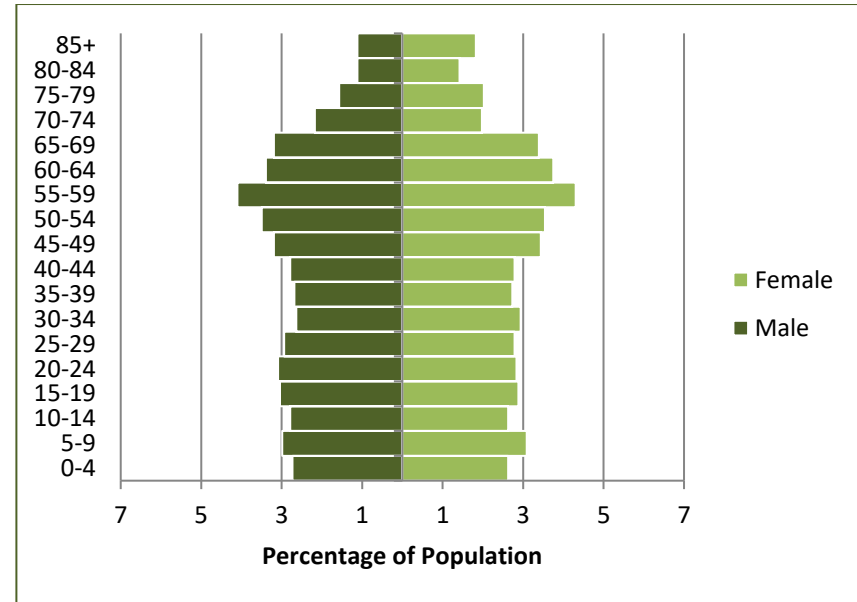
Figure 2.2 Population Pyramid Quesnel, 1981



Source: Statistics Canada. 1981. Census Program.

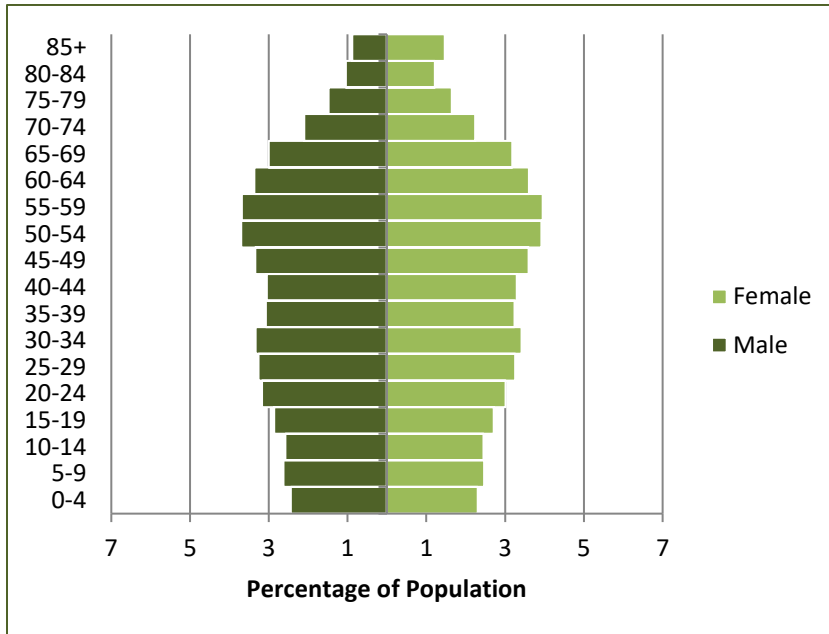
Note: To make age intervals comparable, totals for the age groups 25-34, 35-44, 45-54, and 55-64 have been divided in half.

Figure 2.3 Population Pyramid Quesnel, 2016



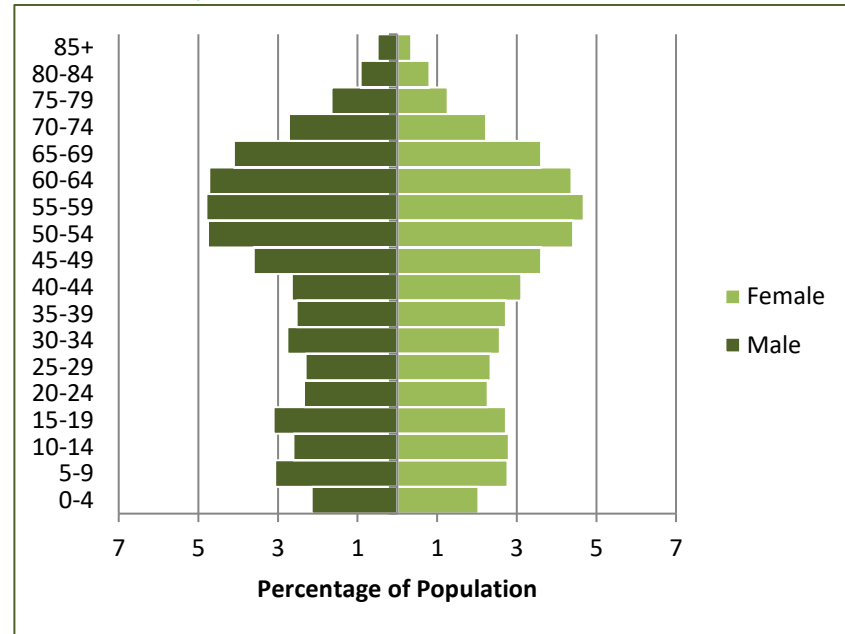
Source: Statistics Canada. 2016. Census Program.

Figure 2.4 Population Pyramid British Columbia, 2016



Source: Statistics Canada. 2016. Census Program.

Figure 2.5 Population Pyramid Wells and Electoral Areas Cariboo A, B, C, and I Combined, 2016



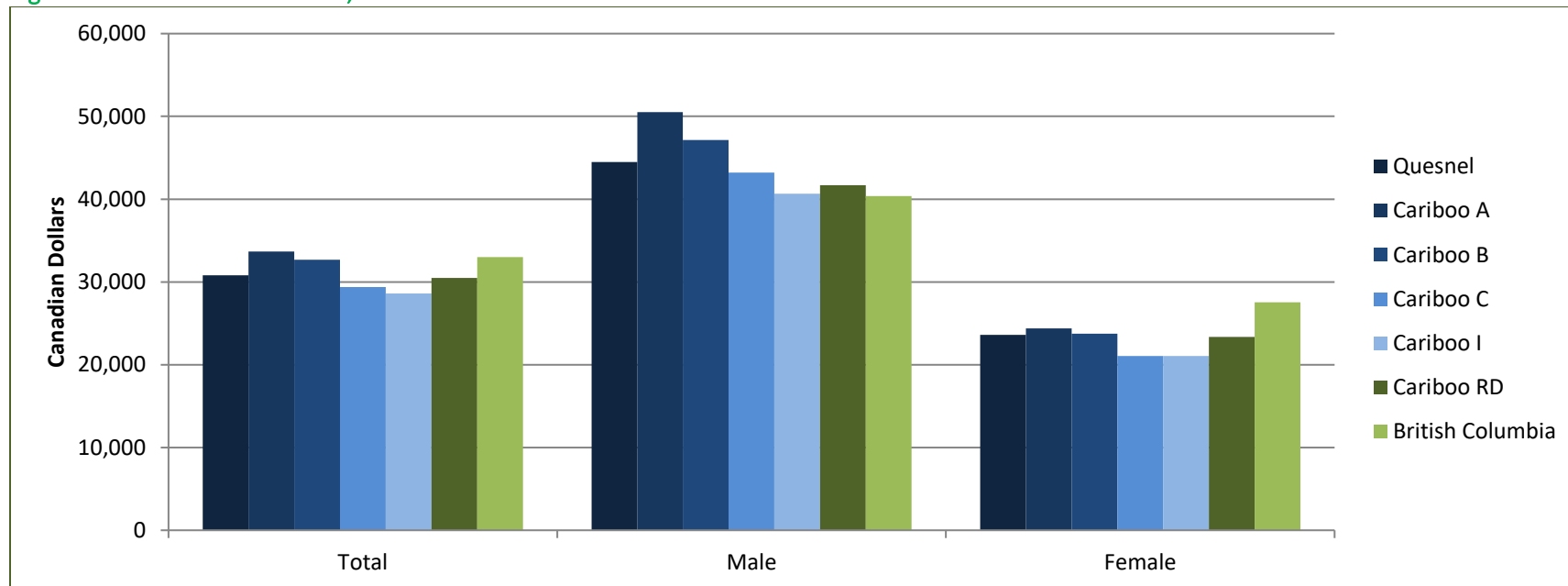
Source: Statistics Canada. 2016. Census Program.

Income

Income data serves to inform not only about wealth in a community but also about the availability of high paying jobs, service needs for certain income groups, and expected spending habits. Exactly half of the reported incomes are below and the other half above the median income. This measure is used because it is less likely than average income to be skewed by extremes.

Median total income in Quesnel in 2015, as shown in Figure 3.1, was \$30,794. Female median income was less than 53% of male median income. Median income in the surrounding electoral areas varied, where the highest was recorded in Cariboo A with \$33,691 and the lowest in Cariboo I with \$28,608. Compared to the Cariboo Regional District and the Province of British Columbia, income in Quesnel was slightly above the regional district, \$30,494, but below the provincial median income of \$33,012. Those areas with the highest median income also registered the largest gender gaps.

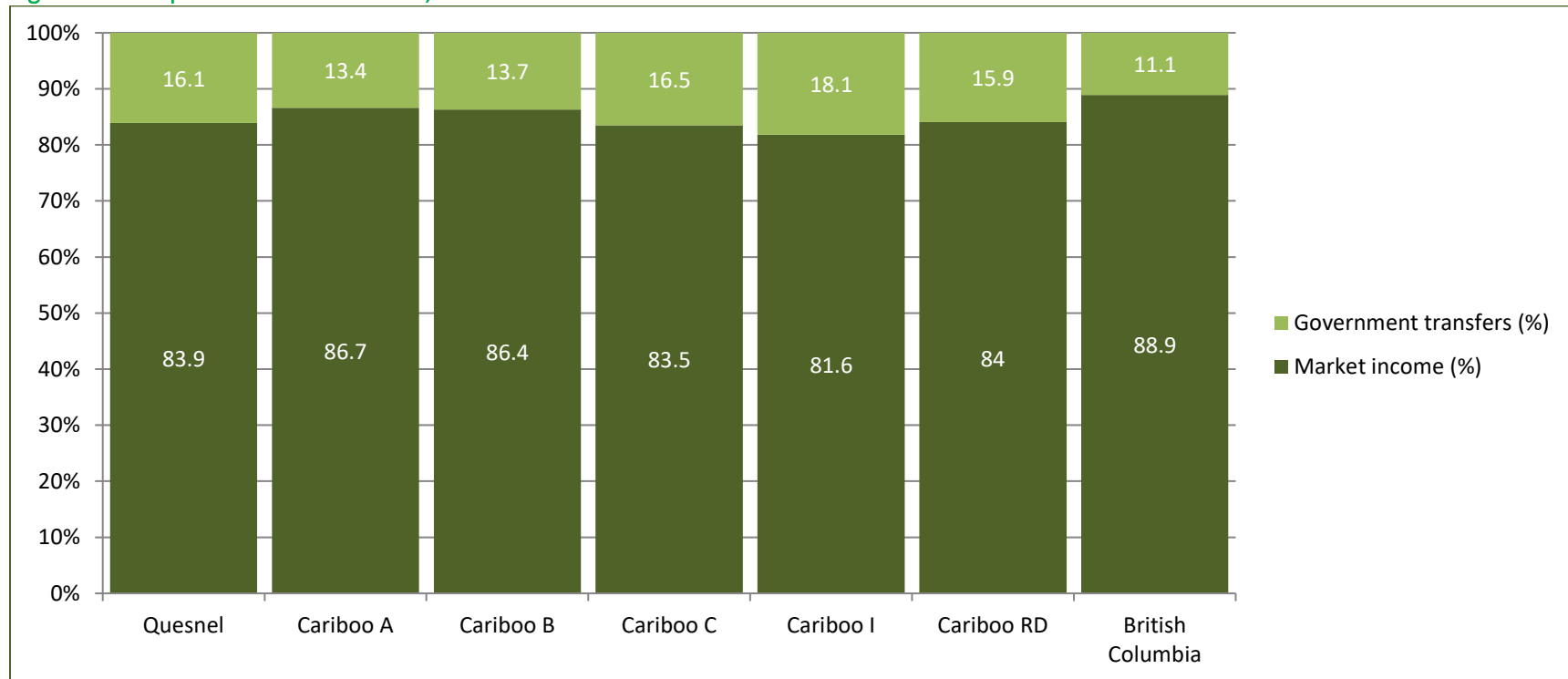
Figure 3.1 Median Total Income, 2015



Source: Statistics Canada. 2016. Census Program.

The income data also reveals a higher dependency on government transfers in Quesnel than in the regional district (see Figure 3.2). Government transfers include “all cash benefits received from federal, provincial, territorial or municipal governments during the reference period.”ⁱⁱⁱ While province-wide, 11% of income consists of government transfers, just below 16% rely on it in the Cariboo Regional District and just above 16% in Quesnel.

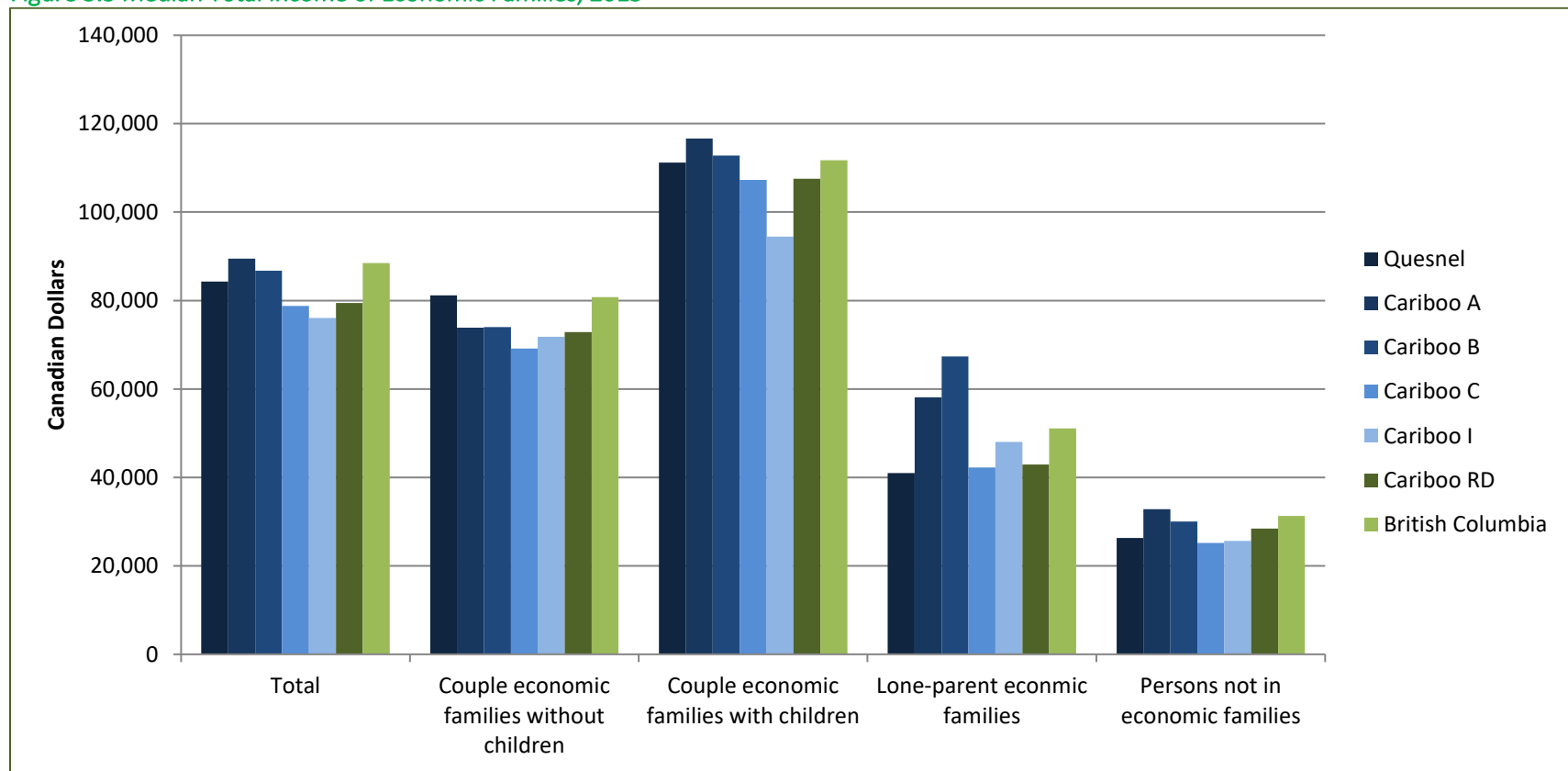
Figure 3.2 Composition of Total Income, 2015



Source: Statistics Canada. 2016. Census Program.

An economic family, according to Statistics Canada, “refers to a group of two or more persons who live in the same dwelling and are related to each other by blood, marriage, common-law, adoption, or a foster relationship.”ⁱⁱⁱ A look at economic family income confirms a pattern where Quesnel income is comparable to provincial income and regional income data for most types of economic families. The most notable exception are lone-parent families; they generally have low median income compared to other types of economic families of more than one person, but Electoral Areas Cariboo A, Cariboo B, and Cariboo I stand out with the smallest gap between the highest earning group, couple economic families with children, and lone parent economic families (see Figure 3.3).

Figure 3.3 Median Total Income of Economic Families, 2015

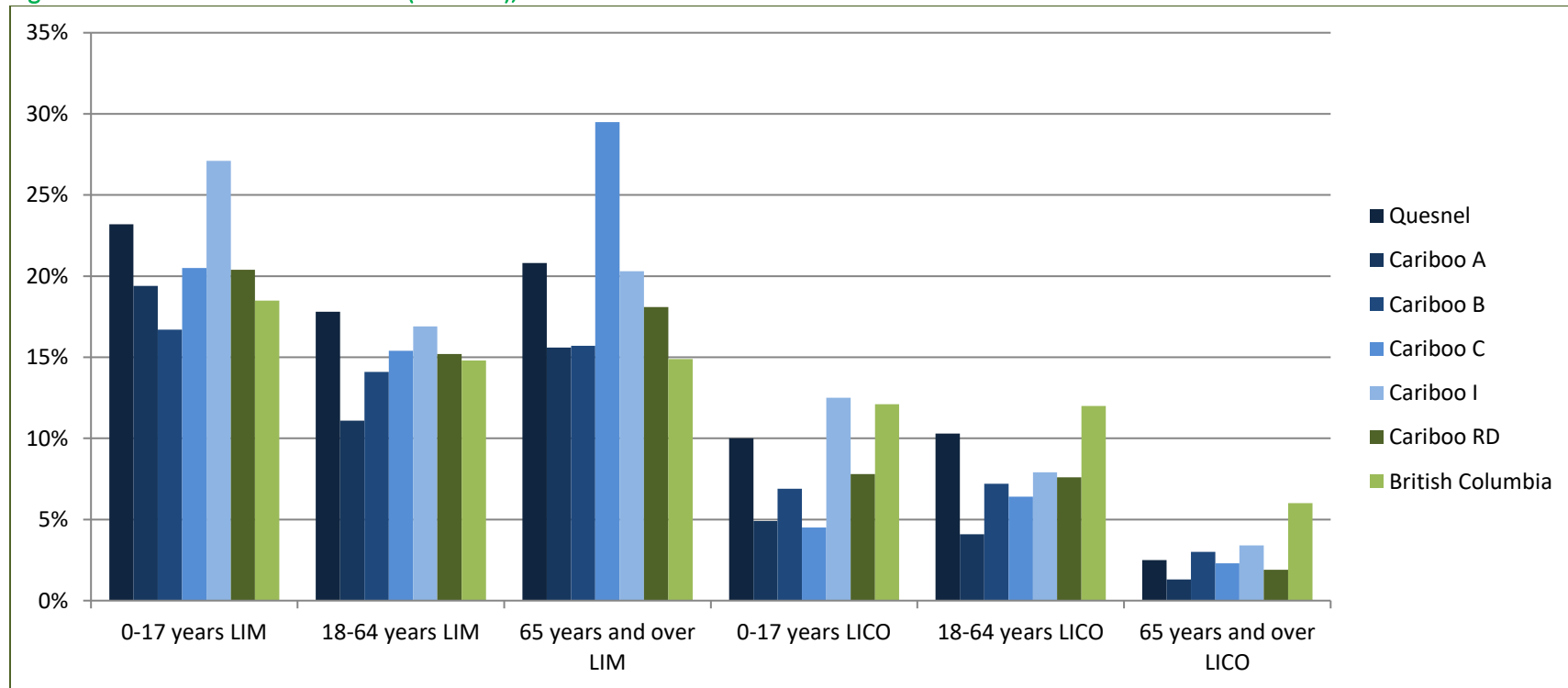


Source: Statistics Canada. 2016. Census Program.

While median income in Quesnel is close to regional and provincial incomes, the prevalence of low income for Quesnel tends to be higher than the regional district and the province. Statistics Canada has adopted several definitions of low income, including the low income measure (LIM) and low income cut-offs (LICO). The LIM constitutes 50% of the median household income after adjustments to household needs. The LICOs are thresholds below which a family spends at least 20% percent more of their income on necessities than the average family.^{iv} Data in this profile refers to after tax income.

Figure 3.4 indicates a higher vulnerability for youth aged 0 to 17 years as well as seniors aged 65 years and older according to the LIM. When looking at LICO as an indicator of low income, seniors appear to be the least vulnerable group in all regions.

Figure 3.4 Prevalence of Low Income (after tax), 2015



Source: Statistics Canada. 2016. Census Program.

Educational Attainment

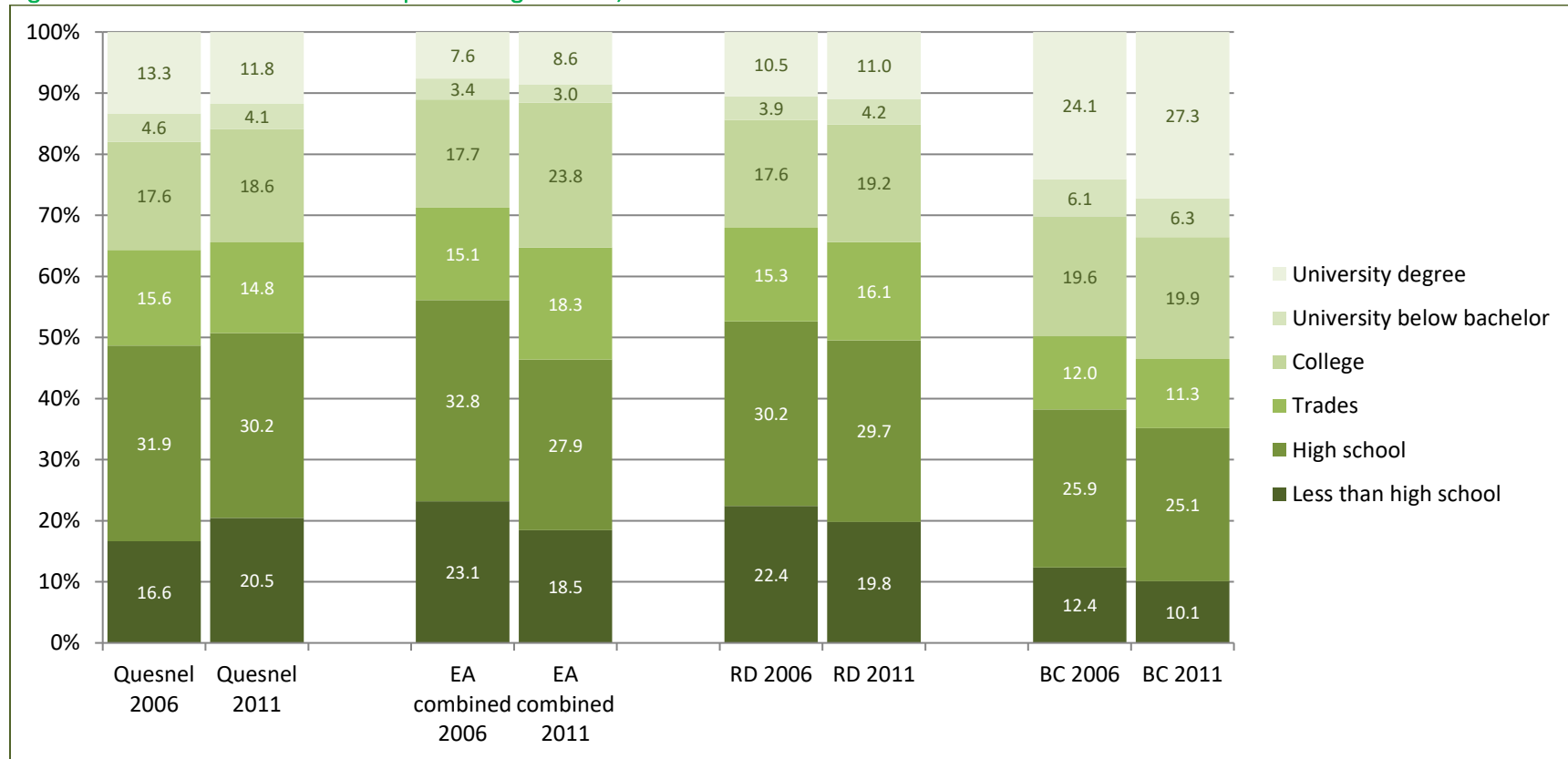
Education is linked to many aspects of a community's well-being, including employment, community capacity, income, and health.^v Therefore, education data provides insight not only into the level of educational attainment in the community but also informs about possible root causes of challenges in other areas of community well-being.

In order to present education data in Quesnel, and track its change over time, this profile includes data on the highest level of education among the population aged 25 to 64 years. This represents the working age population, for whom level of education is most relevant, without including the younger population who are most likely to still be in the process of completing their education.

Educational attainment data for 2006 and 2011 shows that around half of the population of Quesnel have either not graduated from high school or have a high school certificate as their highest educational attainment. As presented in Figure 4.1, the regional district has similar outcomes, while province-wide, only a little over one-third of the working age population have no post-secondary qualifications.

Quesnel is the only geography shown in Figure 4.1 where the prevalence of people without a high school certificate has increased between 2006 and 2011. While the electoral areas surrounding Quesnel went from 56% of 25 to 64-year-olds having no more than a high school certificate to 46%, Quesnel saw a 2.2 percentage point increase in that group between 2006 and 2011. The electoral areas record the biggest increases in college certificates and trades, and also in university degrees. Meanwhile, Quesnel has experienced a 4 percentage point increase in people with less than a high school certificate and a 1 percentage point increase in college certificates. Trades certificates are less represented in Quesnel and the region than in the province. The prevalence of university degrees in Quesnel, while slightly higher than in the surrounding electoral areas, has seen a decrease and is below the prevalence of university degrees province-wide.

Figure 4.1 Educational Attainment Population Aged 25-64, 2006 and 2011

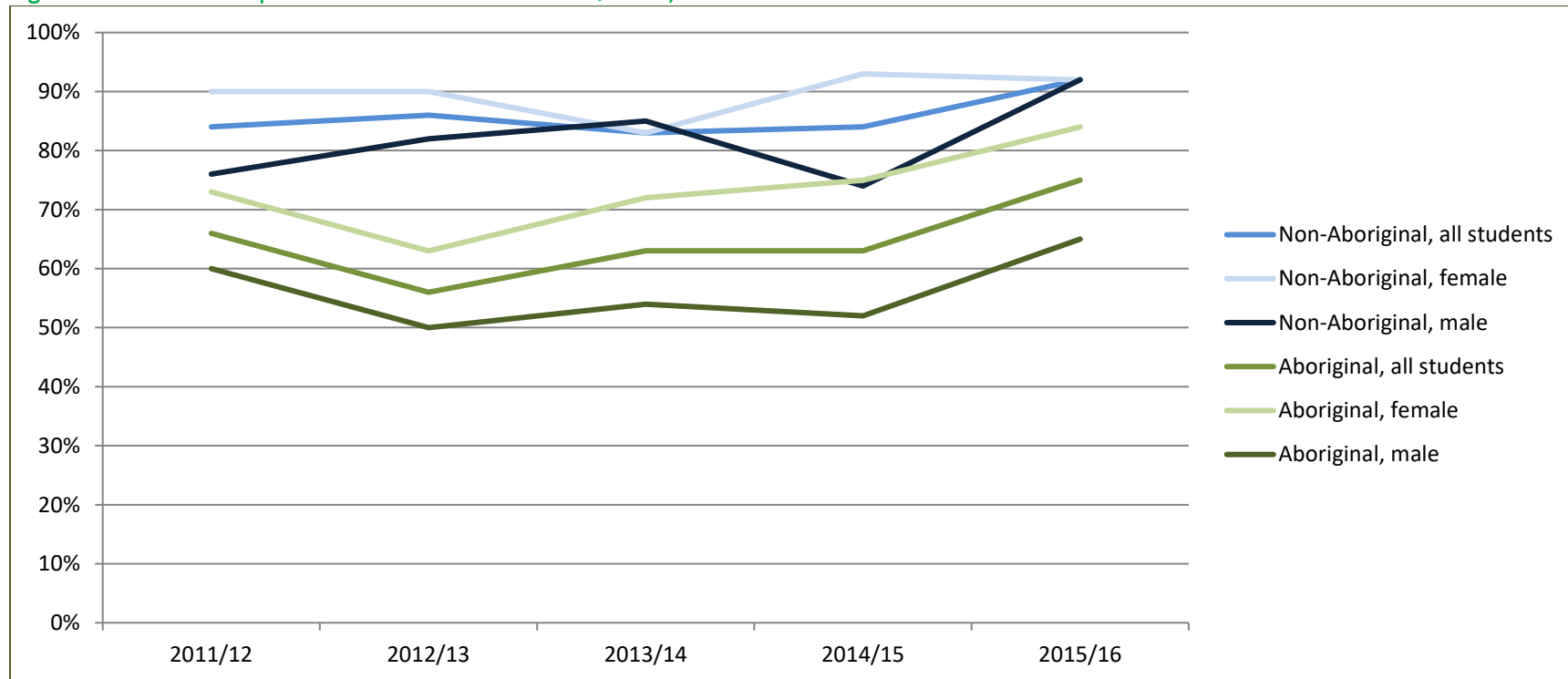


Source: Statistics Canada. 2006. Census Program.
 Statistics Canada. 2011. National Household Survey.

The six-year completion rate, a benchmark measure for student success, has increased over time in School District 28, which includes Quesnel and surrounding areas. According to the BC Ministry of Education, “[the] Six-Year Completion Rate is the proportion of students who graduate with a B.C. Certificate of Graduation (‘Dogwood’) or B.C. Adult Graduation Diploma (‘Adult Dogwood’) within six years from the first time they enroll in Grade 8.”^{vi}

Between 2011/12 and 2015/16, the rate of Aboriginal students graduating within six years of entering grade eight went up by 13.6%; the non-Aboriginal rate increased by 9.5% (see Figure 4.2). Aboriginal and non-Aboriginal student populations have seen fluctuations in their six-year-completion rate over time. With similar improvements over the past five years, there has only been a small decrease in the gaps.

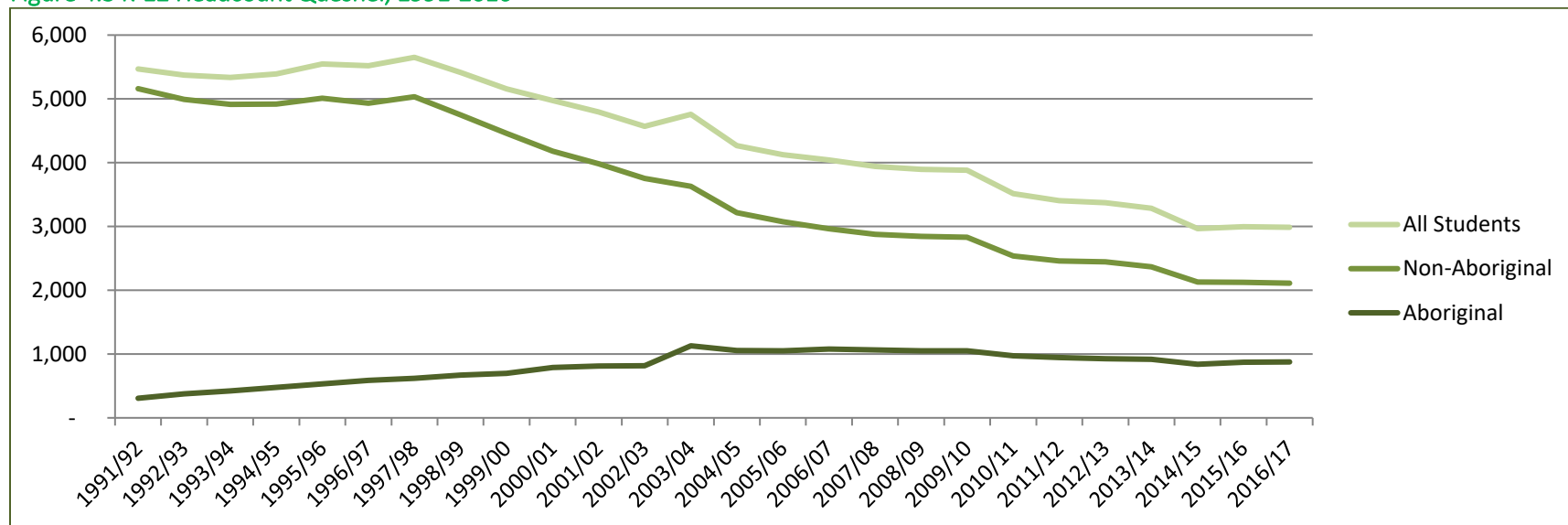
Figure 4.2 Six-Year Completion Rate School District 28 Quesnel, 2011-2016



Source: BC Ministry of Education. 2016. Aboriginal Report 2011/12 – 2015/16: How Are We Doing? School District 028 Quesnel.

As the population pyramids indicate (see Figures 2.1 and 2.2), Quesnel has a proportionately decreasing share of children and youth in the population. It is, therefore, expected that the K-12 headcount will have undergone fluctuations and an overall decrease since 1991; from 5,467 students in 1991/1992 to 2,989 students in 2016/2017. It should be noted that Aboriginal student numbers show a somewhat opposite trend with increases from 1991 to 2003 and mostly stable numbers since then (Figure 4.3). This indicates a comparatively young Aboriginal population for Quesnel. While the Aboriginal curve of the provincial K-12 headcount is similar to that in Quesnel, provincial numbers for the total student population do not show the same decrease as seen in Quesnel.

Figure 4.3 K-12 Headcount Quesnel, 1991-2016



Source: BC Ministry of Education. 2014-2016. Student Headcounts by Grade.

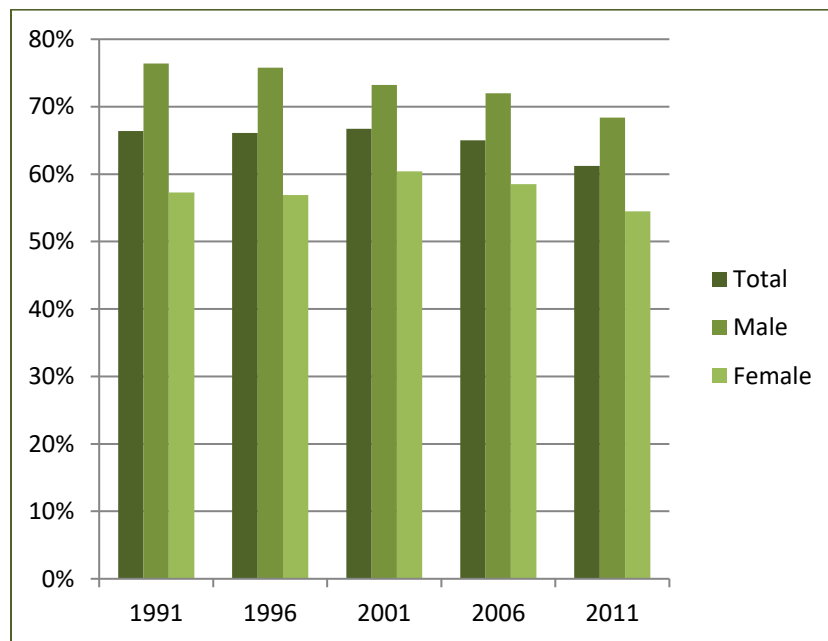
The Early Development Instrument is a questionnaire that is completed by Kindergarten teachers and measures children’s individual developmental progress in five areas, including physical health and well-being, social competence, emotional maturity, language and cognitive development, and communication skills and general knowledge. As such, it is a tool to assess the students’ vulnerability in areas that are known to affect their adult lives.^{vii} In terms of early childhood development, the Cariboo Regional District falls into the most vulnerable one-quarter of all regions in the province.^{viii}

Employment and Labour Force

The employment situation in a community can be expressed through a number of indicators; including measures of employment opportunities, community members’ participation in the labour force, and economic diversification.

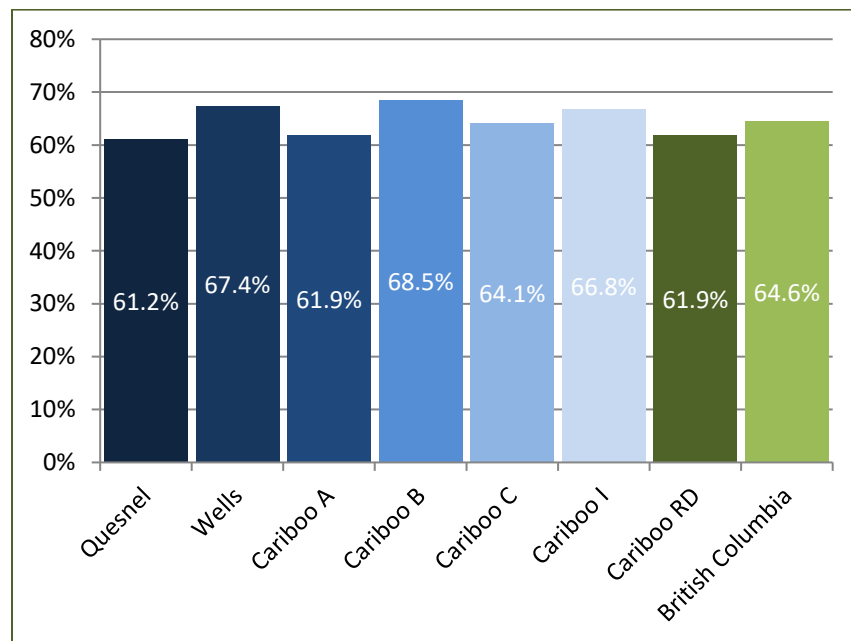
The labour force participation rate in Quesnel, which is the labour force expressed as a percentage of the total population aged 15 years and older, has seen a small decrease from 66.4% in 1991 to 61.2% in 2011 (Figure 5.1). During that time, the male participation rate underwent a steady decrease, while female participation in the labour force shows fluctuations. It should be noted that the total participation rate in Quesnel was lower than labour force participation in the surrounding electoral areas, the regional district, and the province (see Figure 5.2).

Figure 5.1 Labour Force Participation Quesnel, 1991-2011



Source: Statistics Canada. 1991-2006. Census Program.
 Statistics Canada. 2011. National Household Survey.

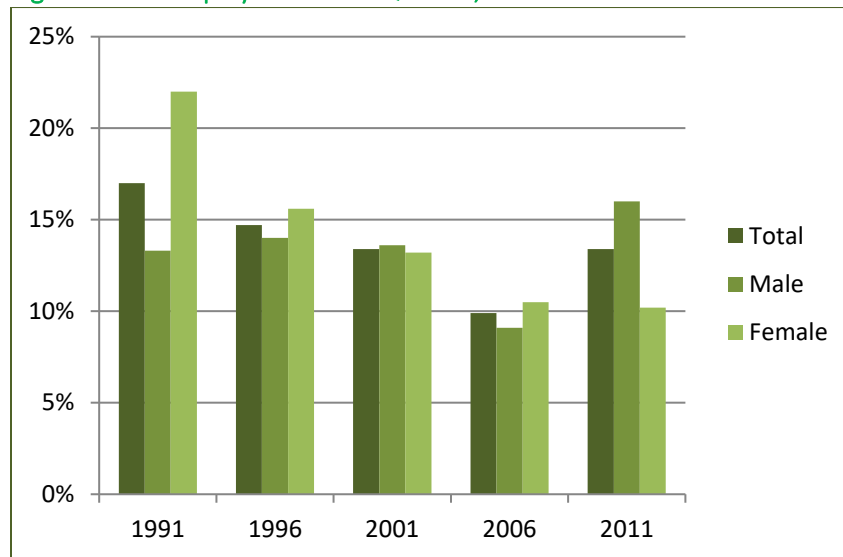
Figure 5.2 Labour Force Participation, 2011



Source: Statistics Canada. 2011. National Household Survey.

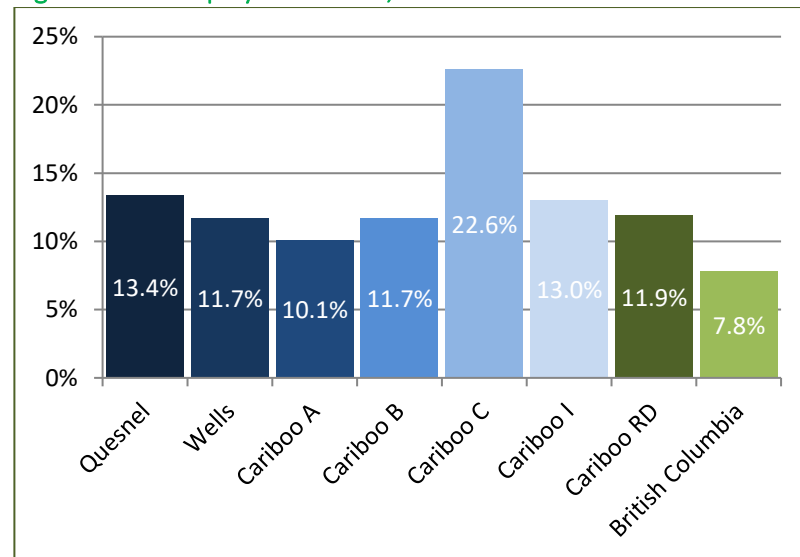
As depicted in Figure 5.3, unemployment has fluctuated in Quesnel, with a low of 9.9% in 2006 and an overall decrease from 17% in 1991 to 13.4% in 2011. This situates Quesnel above the Cariboo Regional District with almost 12% and the Province of British Columbia with below 8%. Unemployment in the electoral areas surrounding Quesnel in 2011 ranges from just above 10% in Cariboo A to over 22% in Cariboo C (see Figure 5.4).

Figure 5.3 Unemployment Rate Quesnel, 1991-2011



Source: Statistics Canada. 1991-2006. Census Program.
 Statistics Canada. 2011. National Household Survey.

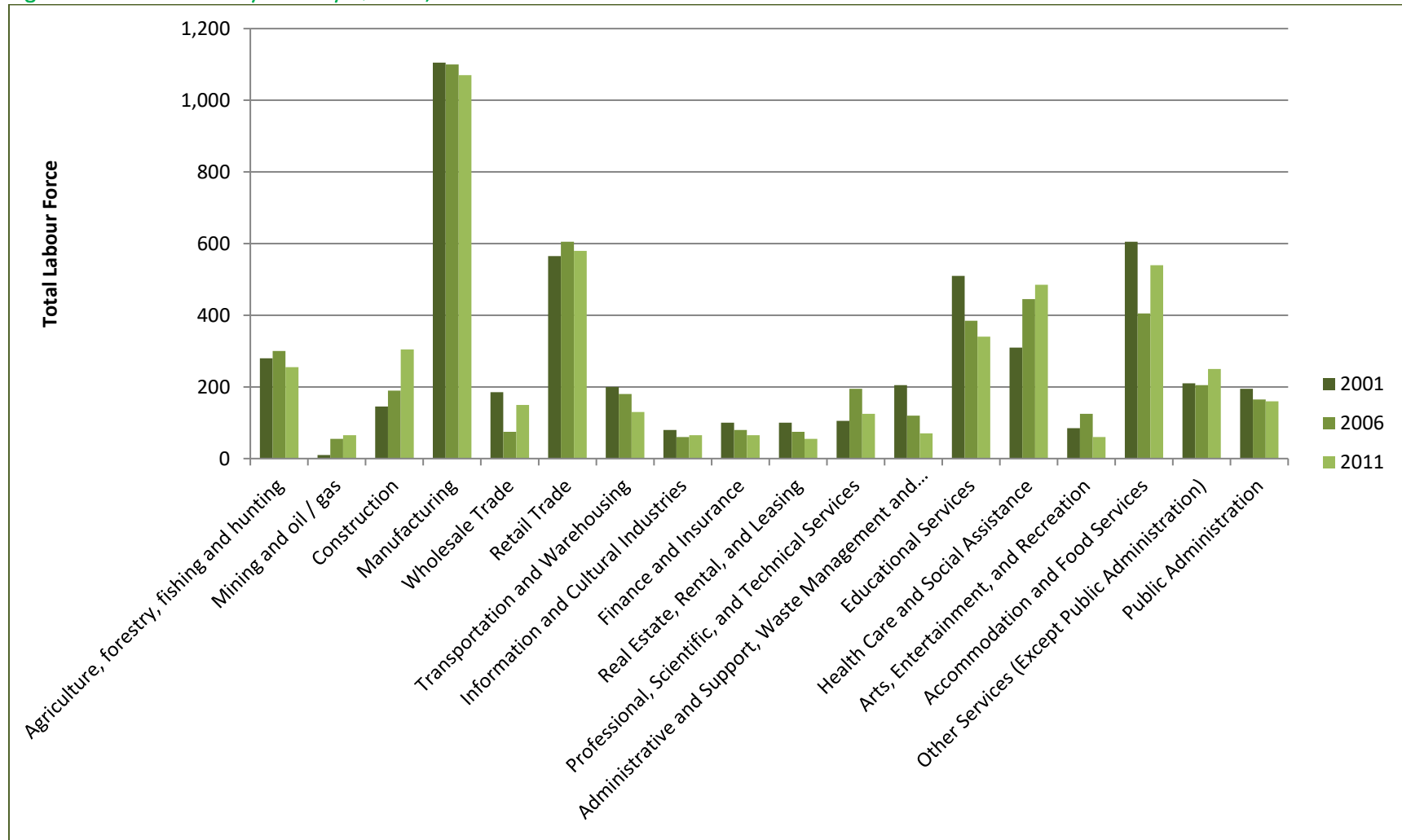
Figure 5.4 Unemployment Rates, 2011



Source: Statistics Canada. 2006. Census Program.
 Note: 2011 National Household Survey data was not available for Cariboo K.

Figure 5.5 shows that the roles of manufacturing and retail trade as the two main industries in Quesnel did not change in the decade from 2001 to 2011. Manufacturing consistently employed close to one-quarter of the labour force, and retail trade hovered between 11% and 13%. The accommodation and food services industry employed a similar share of the labour force to retail trade in some years but saw stronger fluctuations with a notable decrease in 2006. The two following industries, educational services and health care and social assistance, switched roles between 2001 and 2011; educational services went from around 10% to around 7%, while health care and social assistance went from just over 6% to around 10%.

Figure 5.5 Labour Force by Industry Quesnel, 2001-2011



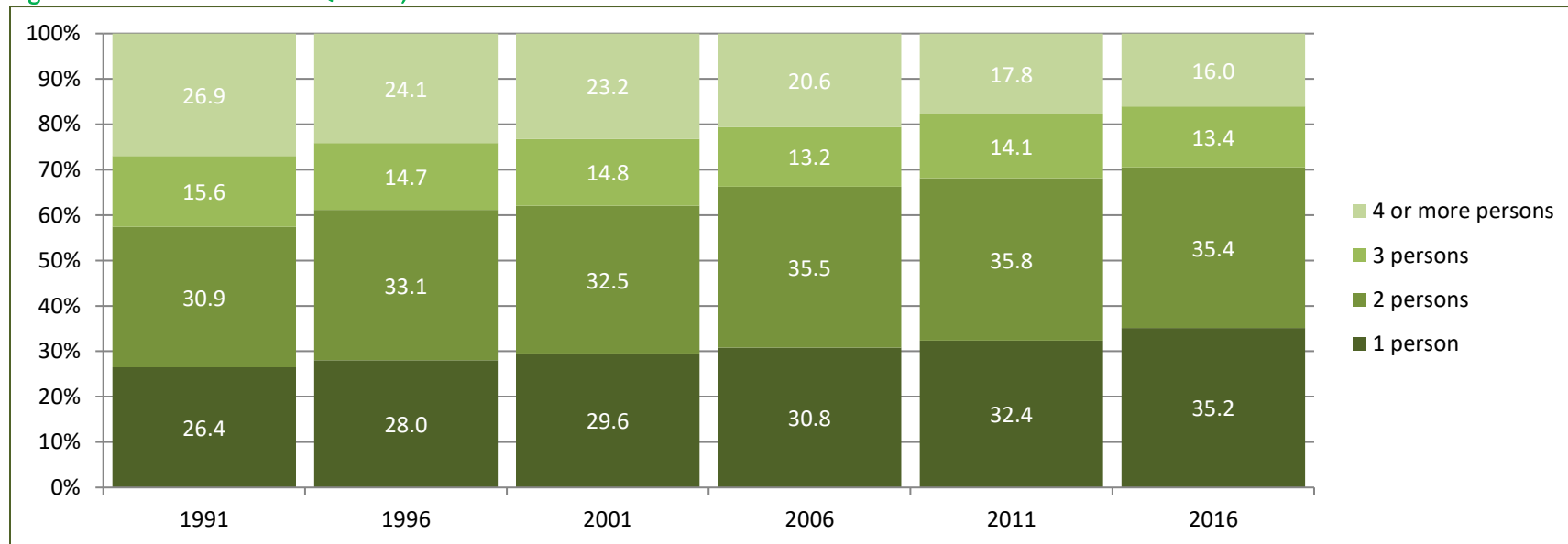
Source: Statistics Canada. 2001-2006. Census Program.
 Statistics Canada. 2011. National Household Survey.

Housing

Several types of information are of interest in the context of housing. These include the characteristics and condition of the existing housing stock as well as information about the community that allows for conclusions about housing needs. The housing profile for Quesnel includes information on household size as well as information on the housing stock.

Population projections for the Quesnel Local Health Area suggest that the seniors’ population will continue to see strong growth while most child and youth age groups, as well as the middle-aged working population between 45 and 64 years of age, are expected to decline further.^{ix} The implications for the housing stock include smaller households of young adults and seniors with increased accessibility needs. Data on household size and the trends since 1991, as depicted in Figure 6.1, show that one- and two-person households are the dominant household size, while larger households have become progressively less represented in the community.

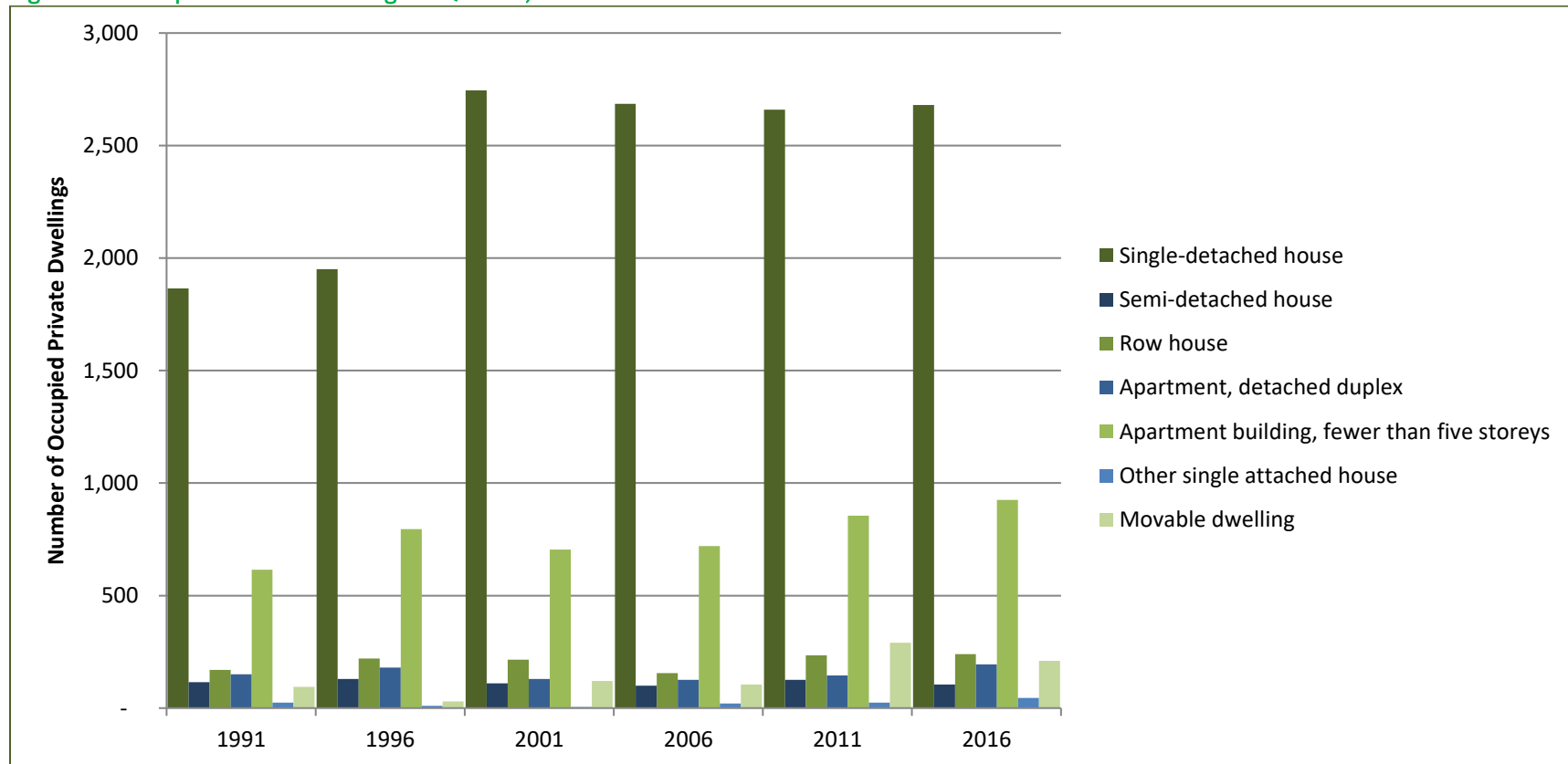
Figure 6.1 Household Size in Quesnel, 1991-2016



Source: Statistics Canada. 1991-2016. Census Program.

In combination with information about the predominant household size, information about the characteristics of the housing stock is an important tool in determining whether the housing needs of the population are met. Single detached houses have been the most common type of dwelling for several decades; they saw a notable increase between 1996 and 2001 and constituted over 60% of the housing stock in 2016. With over 20% in 2016, apartment buildings were the second most common type of dwelling, followed by movable dwellings, which constituted less than 5% of the housing stock (Figure 6.2).

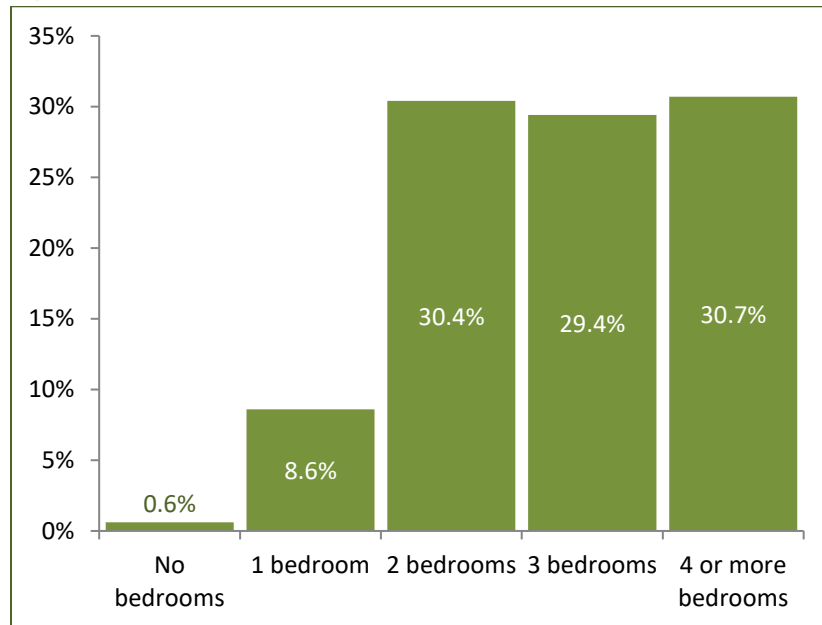
Figure 6.2 Occupied Private Dwellings in Quesnel, 1991-2016



Source: Statistics Canada. 1991-2016. Census Program.
 Statistics Canada. 2011. National Household Survey.

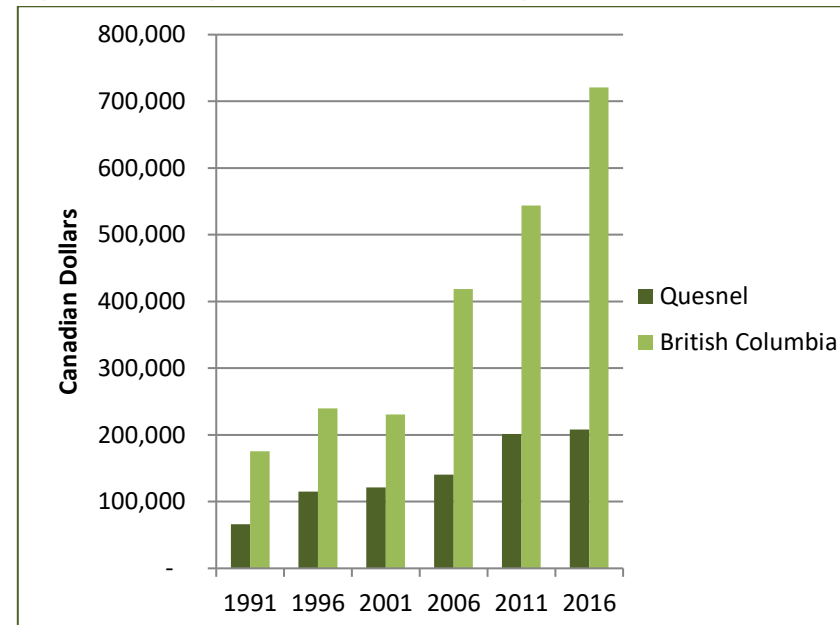
Figure 6.3 shows that almost two-thirds of dwellings in Quesnel had at least three bedrooms in 2016. The average number of rooms per occupied private dwelling in Quesnel was 6.5 compared to 6.7 in the regional district in 2016.^x

Figure 6.3 Number of Bedrooms in Quesnel, 2016



Source: Statistics Canada. 2016. Census Program.

Figure 6.4 Average Value of Owned Dwellings, 1991-2016

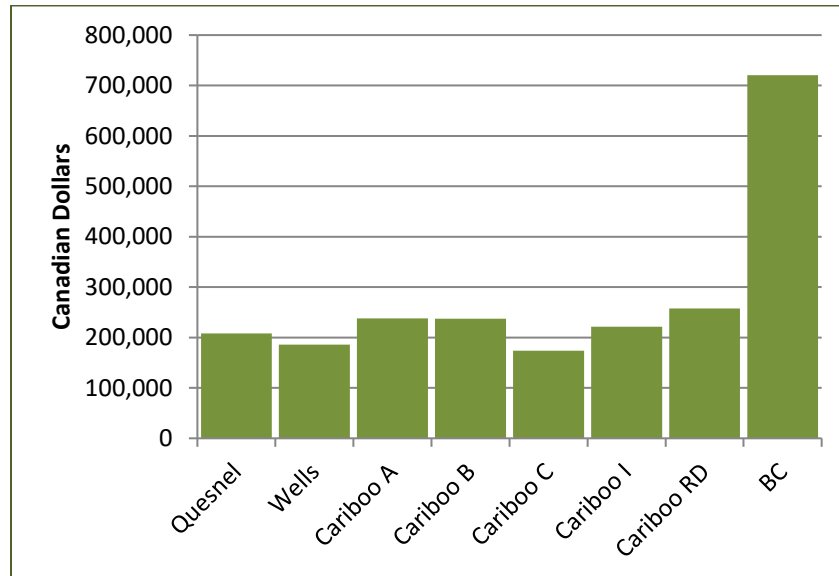


Source: Statistics Canada. 1991-2006. Census Program.
 Statistics Canada. 2011. National Household Survey.

More than half of the housing stock in the Cariboo Regional District in 2016 consisted of dwellings that were at least 35 years old. In terms of the condition of the housing stock, 90.9% needed only minor repairs or regular maintenance, while 9.1% required major repairs. The housing stock in Quesnel mirrored the condition of the housing stock in the regional district; 91.6% required only minor repairs and maintenance, and 8.4% were in need of major repairs. However, the housing in Quesnel is older as close to two-thirds of homes are older than 35 years.^{xi} Besides expected repair and maintenance needs, the age of a dwelling may hold information about accessibility; older housing stock is less likely to meet present day accessibility standards, which is of particular interest to seniors.

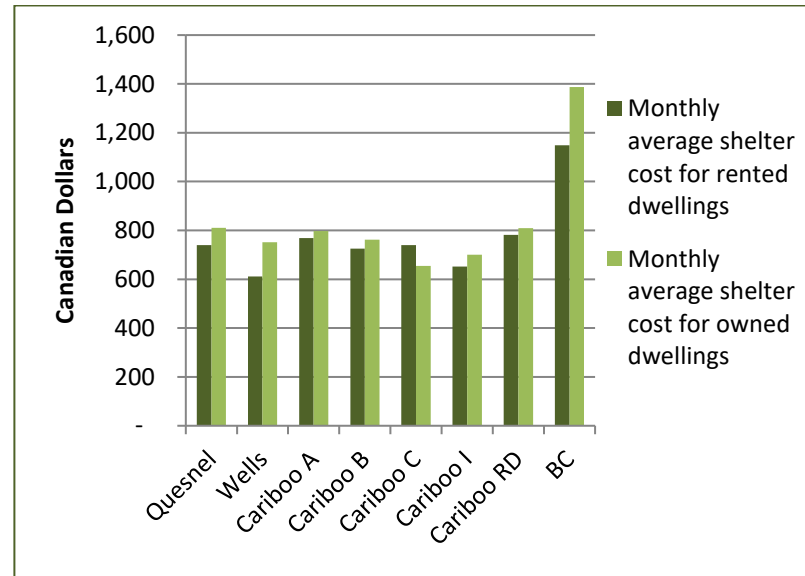
The average value of owned dwellings has seen an overall increase in Quesnel of around 215% since 1991. In 2016, it was \$208,046. This constituted 28.9% of the average house value for all of British Columbia which has seen a 311% increase since 1991 (Figure 6.4). As Figure 6.5 demonstrates, real estate values in Quesnel are situated above some of the surrounding electoral areas and below others.

Figure 6.5 Average Value of Owned Dwellings, 2016



Source: Statistics Canada. 2016. Census Program.

Figure 6.6 Average Shelter Costs, 2016



Source: Statistics Canada. 2016. Census Program.

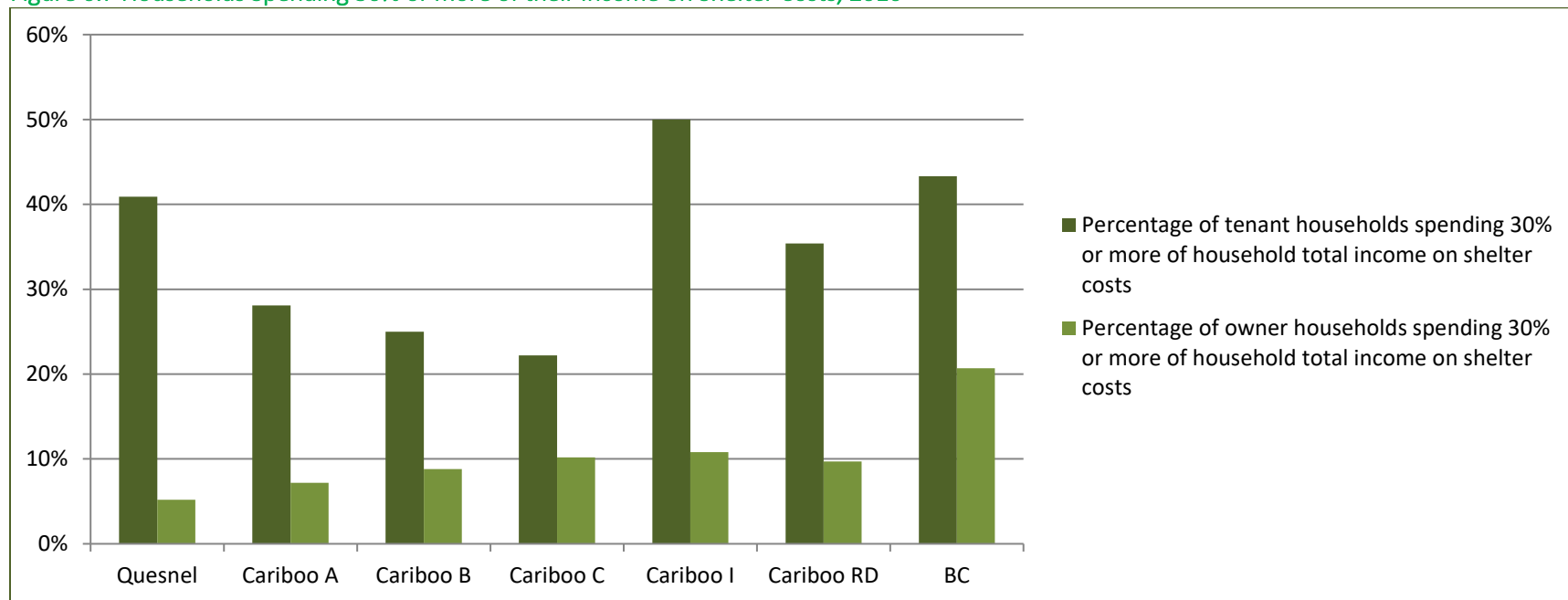
In 2016, 63.3% of respondents in Quesnel reported owning their accommodation, while 36.7% reported that they rented. This ratio has been fairly steady over the past decades.^{xii}

Monthly average shelter costs for owned dwellings include “mortgage payments, property taxes and condominium fees, along with the costs of electricity, heat, water, and other municipal services.”^{xiii} Owner major payments in Quesnel and surrounding area range from 47% to 58% of owner major payments province-wide. In Quesnel, owner payments are slightly higher than in the surrounding electoral areas.

Monthly average shelter costs for rented dwellings are defined as monthly rent and the costs of electricity, heat, and municipal services. The monthly average shelter costs for rented dwellings in Quesnel and its surrounding electoral areas range between 53% and 72% of rental shelter costs province-wide. As in most of the surrounding areas and the province, Figure 6.5 shows that average monthly shelter costs for rented dwellings in Quesnel in 2016 are below monthly average shelter costs for owned dwellings.

Tenant households are more likely to spend a larger share of their income on housing than home owners. In 2016, 28.1% of tenants in Quesnel spent 30% or more of their income on shelter costs, while only 7.2% of home owners spent 30% or more of their income on their shelter costs. Figure 6.6 demonstrates that owner households in Quesnel are less vulnerable than in any of the surrounding electoral areas and in British Columbia.

Figure 6.7 Households Spending 30% or more of their Income on Shelter Costs, 2016



Source: Statistics Canada. 2016. Census Program.

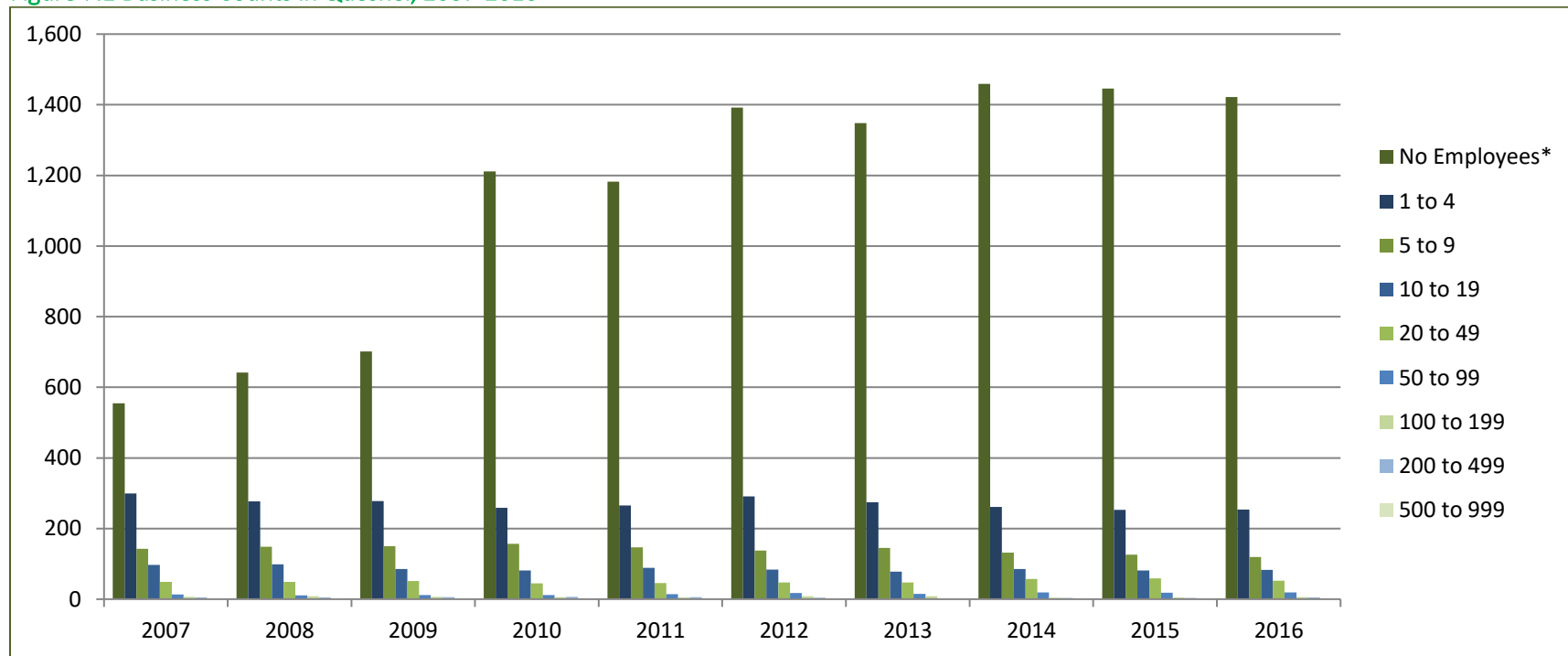
Note: 2016 Census income data was not available for Wells.

Business and Industry

Business registrations are an indication of employers and sources of income in an area. Information about the size of businesses further describes the business situation.

The number of businesses registered in Quesnel saw its biggest increase between 2009 and 2010. Since then, there have been fluctuations but overall a further increase over 2010. Gains and losses of businesses have mainly happened with businesses with no employees (see Figure 7.1). In 2016, BC Statistics records a total of 1,962 businesses registered in Quesnel. Of those, 1,422, or 72.5%, have no employees, and all but 13 businesses range in the small to medium enterprise category of under 100 employees.

Figure 7.1 Business Counts in Quesnel, 2007-2016



Source: BC Statistics. 2016. Number of Businesses & Employment by Industry.

Endnotes

ⁱ Statistics Canada. Publications: Aboriginal Statistics at a Glance. Median Age. Available at <https://www.statcan.gc.ca/pub/89-645-x/2010001/median-age-eng.htm>. Accessed 21 October 2017.

ⁱⁱ Statistics Canada. 2016. Census Program. Quesnel Profile, footnote 30. Available at <http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=CSD&Code1=5941013&Geo2=PR&Code2=01&Data=Count&SearchText=Quesnel&SearchType=Begins&SearchPR=01&TABID=1&B1=All>. Accessed on 7 December 2017.

ⁱⁱⁱ Statistics Canada. Census Dictionary. Available at <http://www12.statcan.gc.ca/census-recensement/2011/ref/dict/fam011-eng.cfm>. Accessed 12 October 2017.

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