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Municipality of Brooke-Alvinston

Demographic and Industrial Profile

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Brooke-Alvinston: Summary Demographic Profile

The Municipality of Brooke-Alvinston has a population of a 2,400 people. Between 2011 and 2016, the population declined by 5.4 per cent. While the population in the community is aging, the average age is below the county level (40.9 versus 43.9) and slightly younger than both Ontario and Canada. The community's population density per square kilometre is only 7.7; the second least densely populated municipality in Lambton County. Table 1 provides the summary demographic information for 2016.

Table 1: Summary demographic profile for Brooke-Alvinston

	Brooke-Alvinston	Lambton County	Ontario	Canada
Population, 2016	2,411	126,638	13,448,494	35,151,728
Population, 2011	2,548	126,199	12,851,821	33,476,688
Population percentage change, 2011 to 2016	-5.4	0.3	4.6	5
Population density per square kilometre	7.7	42.2	14.8	3.9
Population by age group				
0 to 14 years	17%	15%	16%	17%
15 to 24 years	14%	11%	13%	12%
25 to 44 years	22%	22%	26%	26%
45 to 64 years	30%	30%	28%	28%
65+	17%	22%	17%	17%
Average age	40.9	43.9	41	41
Average household size (persons)	2.5	2.3	2.6	2.4

Source: Statistics Canada 2016 Census.

Table 2 shows the income profile for the residents of Brooke-Alvinston. This is taken from tax filer data for 2014 and reflects the amounts people claim on their tax forms. On average, people in Brooke-Alvinston earn less than their counterparts across Ontario. Average employment income is 19 per cent below the provincial level and average pension income is 19 per cent below (public and private pensions). Brooke-Alvinston has a higher share of adults claiming pension income. When looking at the ratio of pensioners to employment income earners, there are 19 per cent more in Brooke-Alvinston compared to the province as a whole. Average investment income is lower. Brooke-Alvinston has a much higher percentage of people claiming self-employment income which is common in agriculture-intensive economies.

**Table 2: Income profile for Brooke-Alvinston (per taxfiler)**

	Brooke-Alvinston	Ontario	Variance
Average income from all sources	\$39,758	\$46,898	-15%
Average employment income	\$38,188	\$47,169	-19%
Average self-employment income	\$10,964	\$18,491	-41%
Share of total employment income earners	39%	17%	
Average pension income	\$20,381	\$25,204	-19%
Ratio of pensioners to employment income earners	0.51	0.43	19%
Average investment income	\$10,439	\$11,965	-13%
Share of income earners declaring investment income	35%	34%	

Source: CRA Taxfiler data (2014).

The 2011 National Household Survey¹ provides additional insight into the income profile for Brooke-Alvinston. From the survey, the median cost of dwellings (housing) was \$169,273 in the community – 44 per cent below the Ontario average. The share of owner households spending 30 per cent or more on shelter costs in Brooke-Alvinston was below both the provincial and national levels but higher than Lambton County as a whole. Median family income and average personal income were below the county and provincial levels.

Table 3: Income profile for Brooke-Alvinston – from the National Household Survey

	Brooke-Alvinston	Lambton County	Ontario	Canada
% of owner households spending 30% or more of household total income on shelter costs	16.9	13.4	20.9	18.5
Median monthly shelter costs for owned dwellings (\$)	\$717	\$757	\$1,163	\$978
Median value of dwellings (\$)	\$169,273	\$180,165	\$300,862	\$280,552
Average personal income \$	\$35,863	\$41,241	\$42,264	\$40,650
Employment income %	67.8	67.7	74.8	74.7
Wages and salaries %	59.1	64.3	70.1	70.3
Self-employment income %	9	3.4	4.6	4.4
Investment income %	5.5	4.1	4.2	4.6
Retirement pensions, superannuation and annuities %	8.4	10.9	7	6.7
Canada/Quebec Pension Plan benefits %	4.3	4.5	3.4	3.5
Old Age Security pensions and Guaranteed Income Supplement %	3.6	3.7	2.8	3.1
Median family income \$	\$69,390	\$77,637	\$80,987	\$76,511

Source: Statistics Canada 2011 National Household Survey.

¹ The 2016 National Household Survey data will be released in November, 2017.



Brooke-Alvinston Industrial Profile: Introduction

As of December 2016, there were 362 business locations (hereafter referred to as firms or establishments) in Brooke-Alvinston of which 61 had employees and none had more than 50 employees. These are establishments that are registered and providing payroll and other information to the Canada Revenue Agency (CRA). The data comes from Statistics Canada's Canadian Business Patterns database which provides information on the establishments by detailed industry (NAICS, North American Industry Classification System) and employment size.

The industry profiles below provide a summary of the key sectors and the number of firms by employment size. In addition, the economic structure is compared to Ontario as a whole to provide a first level insight into firm intensity and size. The tables show the number of firms by sector adjusted for population size (per 10,000 population) to allow for a meaningful comparison to the provincial economy. For example, there are seven businesses in Brooke-Alvinston active in the retail trade sector (NAICS 44-45). Compared to Ontario, there are 60 per cent fewer retail businesses (adjusted for population size) in Brooke-Alvinston and the average size of a retail business is much smaller (70 per cent smaller displayed as 0.3 in the table).

The data is presented at a detailed sector level to help provide an initial assessment of areas in which the Brooke-Alvinston has a very high concentration of firms or a low concentration. See Appendix B for a more detailed description of the source and methodology.

Table 3 compares the Brooke-Alvinston economic profile to the province as a whole by firm concentration and average firm size. Appendix A provides detailed tables listing the number of firms in each industry group, the size by employment range and the comparison to the Ontario economy as a whole.

Summary findings:

- Brooke-Alvinston is primarily an agriculture-based economy. There are 182 farms in crop and animal production. Soybean farming is the largest sub-sector. Most of these farms have little or no formal employment. There are 16 corn farming establishments, 13 in beef cattle ranching and eight in hog and pig farming.
- There are 23 construction firms in the community – similar to the national economy adjusted for population size.
- There are only three manufacturing firms, all with less than 10 employees.
- Brooke-Alvinston has an above average number of firms in wholesale trade.
- The community has a very small retail sector relative to the county and provincial economies.
- There are 16 firms in truck transportation (all small) – nearly twice as many compared to Ontario (adjusted for population size).
- Brooke-Alvinston is home to very few professional services firms.
- There are very few tourism-related businesses in the community.



Table 3: Brooke-Alvinston Industrial Profile: Summary

Firms by employment size/concentration compared to Ontario

Industry:	Total	Without employees	Employment Range					Avg. per location	1.0 = Average Compared to ONT	
			<10	10-19	20-49	50-99	100+		# Firms	Avg. size
Total	362	301	45	12	4	0	0	7	1.4	0.5
Unclassified	26	22	4	0	0	0	0	2	0.8	0.4
Sub-total, classified	336	279	41	12	4	0	0	8	1.5	0.5
11 - Agriculture, forestry, fishing and hunting	185	166	17	2	0	0	0	4	22.4	0.4
21 - Mining, quarrying, and oil and gas	0	0	0	0	0	0	0	n/a	-	n/a
22 - Utilities	3	3	0	0	0	0	0	n/a	6.1	n/a
23 - Construction	23	17	4	1	1	0	0	11	1.0	1.1
31-33 - Manufacturing	3	1	2	0	0	0	0	5	0.5	0.1
41 - Wholesale trade	10	6	1	1	2	0	0	19	1.3	1.1
44-45 - Retail trade	7	4	3	0	0	0	0	5	0.4	0.3
48-49 - Transportation and warehousing	16	13	3	0	0	0	0	2	1.2	0.2
51 - Information and cultural industries	3	2	0	1	0	0	0	15	0.8	0.7
52 - Finance and insurance	5	4	1	0	0	0	0	7	0.3	0.4
53 - Real estate and rental and leasing	39	37	1	1	0	0	0	11	0.9	1.3
54 - Professional, scientific and technical	8	6	2	0	0	0	0	2	0.2	0.3
55 - Management of companies and enterprises	0	0	0	0	0	0	0	n/a	-	n/a
56 - Administrative and support, waste	6	5	1	0	0	0	0	2	0.6	0.1
61 - Educational services	1	1	0	0	0	0	0	n/a	0.4	n/a
62 - Health care and social assistance	7	3	1	3	0	0	0	12	0.4	0.8
71 - Arts, entertainment and recreation	3	3	0	0	0	0	0	n/a	0.8	n/a
72 - Accommodation and food services	3	1	1	1	0	0	0	11	0.4	0.6
81 - Other services (except public	12	6	4	2	0	0	0	6	0.8	0.8
91 - Public administration	2	1	0	0	1	0	0	30	7.4	0.3

Source: Statistics Canada Canadian Business Patterns (December 2016).



Appendix

Appendix A: Detailed Industry Tables

Table 4: Brooke-Alvinston Industrial Profile: Primary Industries

Firms by employment size/concentration compared to Ontario

Industry:	Total	Without employees	Employment Range					Avg. per location	1.0 = Average Compared to ONT	
			<10	10-19	20-49	50-99	100+		# Firms	Avg.size
111 - Crop production	151	139	12	0	0	0	0	2	39.8	0.2
111110 - Soybean farming	61	53	8	0	0	0	0	3	88.8	0.7
111120 - Oilseed (except soybean) farming	3	3	0	0	0	0	0	n/a	105.9	n/a
111130 - Dry pea and bean farming	2	2	0	0	0	0	0	n/a	106.2	n/a
111140 - Wheat farming	9	9	0	0	0	0	0	n/a	90.3	n/a
111150 - Corn farming	16	16	0	0	0	0	0	n/a	31.5	n/a
111160 - Rice farming	0	0	0	0	0	0	0	n/a	-	n/a
111190 - Other grain farming	36	33	3	0	0	0	0	2	54.9	0.5
111999 - All other miscellaneous crop farming	23	22	1	0	0	0	0	2	24.8	0.2
112 - Animal production	31	25	5	1	0	0	0	6	8.9	1.2
112110 - Beef cattle ranching and farming	13	13	0	0	0	0	0	n/a	13.0	n/a
112120 - Dairy cattle and milk production	1	1	0	0	0	0	0	n/a	1.1	n/a
112210 - Hog and pig farming	8	4	4	0	0	0	0	3	34.8	0.6
112310 - Chicken egg production	1	1	0	0	0	0	0	n/a	13.4	n/a
112330 - Turkey production	1	1	0	0	0	0	0	n/a	45.3	n/a
112340 - Poultry hatcheries	1	0	1	0	0	0	0	7	116.2	0.3
112910 - Apiculture	1	0	0	1	0	0	0	15	37.2	2.1
112920 - Horse and other equine production	2	2	0	0	0	0	0	n/a	6.3	n/a
112991 - Animal combination farming	3	3	0	0	0	0	0	n/a	6.3	n/a

Source: Statistics Canada Canadian Business Patterns (December 2016).



Table 5: Brooke-Alvinston Industrial Profile: Construction and Manufacturing

Firms by employment size/concentration compared to Ontario

Industry:	Total	Without employees	Employment Range						Avg. per location	1.0 = Average Compared to ONT	
			<10	10-19	20-49	50-99	100+	# Firms		Avg.size	
236110 - Residential building construction	3	2	1	0	0	0	0	7	0.5	1.1	
236210 - Industrial building and structure construction	1	1	0	0	0	0	0	n/a	4.2	n/a	
238120 - Structural steel and precast concrete contractors	1	0	0	1	0	0	0	15	18.5	0.6	
238130 - Framing contractors	1	1	0	0	0	0	0	n/a	2.9	n/a	
238140 - Masonry contractors	1	0	1	0	0	0	0	2	1.9	0.2	
238150 - Glass and glazing contractors	1	0	1	0	0	0	0	2	7.5	0.2	
238160 - Roofing contractors	2	2	0	0	0	0	0	n/a	3.2	n/a	
238170 - Siding contractors	1	1	0	0	0	0	0	n/a	4.0	n/a	
238220 - Plumbing, heating and AC contractors	3	1	1	0	1	0	0	19	1.7	1.8	
238310 - Drywall and insulation contractors	1	1	0	0	0	0	0	n/a	1.0	n/a	
238330 - Flooring contractors	1	1	0	0	0	0	0	n/a	1.6	n/a	
238350 - Finish carpentry contractors	3	3	0	0	0	0	0	n/a	2.4	n/a	
238910 - Site preparation contractors	2	2	0	0	0	0	0	n/a	3.2	n/a	
238990 - All other specialty trade contractors	2	2	0	0	0	0	0	n/a	1.1	n/a	
311615 - Poultry processing	1	0	1	0	0	0	0	7	53.6	0.1	
323119 - Other printing	1	1	0	0	0	0	0	n/a	3.2	n/a	
332999 - All other misc. fabricated metal	1	0	1	0	0	0	0	2	6.1	0.1	

Source: Statistics Canada Canadian Business Patterns (December 2016).



Table 6: Brooke-Alvinston Industrial Profile: Trade & Transportation

Firms by employment size/concentration compared to Ontario

Industry:	Total	Without employees	Employment Range					Avg. per location	1.0 = Average Compared to ONT	
			<10	10-19	20-49	50-99	100+		# Firms	Avg. size
411 - Farm product merchant wholesalers	3	1	1	1	0	0	0	9	19.5	0.5
414 - Personal and household goods merchant wholesalers	2	2	0	0	0	0	0	n/a	1.6	n/a
417 - Machinery, equipment and supplies merchant wholesalers	3	2	0	0	1	0	0	30	1.8	1.7
418 - Miscellaneous merchant wholesalers	2	1	0	0	1	0	0	30	1.7	2.1
441 - Motor vehicle and parts dealers	1	0	1	0	0	0	0	7	0.7	0.3
444 - Building material and garden equipment and supplies dealers	1	0	1	0	0	0	0	2	1.2	0.1
445 - Food and beverage stores	1	1	0	0	0	0	0	n/a	0.4	n/a
447 - Gasoline stations	1	0	1	0	0	0	0	7	1.1	0.7
451 - Sporting goods, hobby, book and music stores	1	1	0	0	0	0	0	n/a	1.3	n/a
452 - General merchandise stores	1	1	0	0	0	0	0	n/a	1.3	n/a
453 - Miscellaneous store retailers	1	1	0	0	0	0	0	n/a	0.5	n/a
484 - Truck transportation	16	13	3	0	0	0	0	2	1.9	0.4

Source: Statistics Canada Canadian Business Patterns (December 2016).

Table 7: Brooke-Alvinston Industrial Profile: Information, Finance and Professional Services

Firms by employment size/concentration compared to Ontario

Industry:	Total	Without employees	Employment Range					Avg. per location	1.0 = Average Compared to ONT	
			<10	10-19	20-49	50-99	100+		# Firms	Avg. size
512 - Motion picture and sound recording	1	1	0	0	0	0	0	n/a	0.6	n/a
517 - Telecommunications	1	0	0	1	0	0	0	15	2.9	0.5
519 - Other information services	1	1	0	0	0	0	0	n/a	1.9	n/a
522 - Credit intermediation and related activities	1	0	1	0	0	0	0	7	0.5	0.3
523 - Financial investment and related activities	4	4	0	0	0	0	0	n/a	0.4	n/a
531 - Real estate	37	36	0	1	0	0	0	15	0.9	2.0
532 - Rental and leasing services	2	1	1	0	0	0	0	7	2.0	0.6
541 - Professional, scientific and technical	8	6	2	0	0	0	0	2	0.2	0.3
561 - Administrative and support services	6	5	1	0	0	0	0	2	0.6	0.1

Source: Statistics Canada Canadian Business Patterns (December 2016).



Table 8: Brooke-Alvinston Industrial Profile: Education, health care and public administration

Firms by employment size/concentration compared to Ontario

Industry:	Total	Without employees	Employment Range					Avg. per location	1.0 = Average Compared to ONT	
			<10	10-19	20-49	50-99	100+		# Firms	Avg. size
611690 - All other schools and instruction	1	1	0	0	0	0	0	n/a	1.2	n/a
621110 - Offices of physicians	0	0	0	0	0	0	0	n/a	-	n/a
621210 - Offices of dentists	0	0	0	0	0	0	0	n/a	-	n/a
621310 - Offices of chiropractors	1	1	0	0	0	0	0	n/a	2.2	n/a
621320 - Offices of optometrists	0	0	0	0	0	0	0	n/a	-	n/a
621390 - Offices of all other health practitioners	1	1	0	0	0	0	0	n/a	0.4	n/a
621610 - Home health care services	1	1	0	0	0	0	0	n/a	3.7	n/a
623210 - Residential dev. handicap facilities	1	0	0	1	0	0	0	15	4.1	1.1
623222 - Homes for the psychiatrically disabled	2	0	0	2	0	0	0	15	39.8	1.0
624410 - Child day-care services	1	0	1	0	0	0	0	2	0.7	0.1
913140 - Municipal fire-fighting services	1	1	0	0	0	0	0	n/a	242.5	n/a
913910 - Other local, municipal and regional public administration	1	0	0	0	1	0	0	30	9.0	0.2

Source: Statistics Canada Canadian Business Patterns (December 2016).



Table 9: Brooke-Alvinston Industrial Profile: Tourism

Firms by employment size/concentration compared to Ontario

Industry:	Total	Without employees	Employment Range					Avg. per location	1.0 = Average Compared to ONT	
			<10	10-19	20-49	50-99	100+		# Firms	Avg.size
711130 - Musical groups and artists	1	1	0	0	0	0	0	n/a	2.3	n/a
713990 - All other amusement and recreation industries	2	2	0	0	0	0	0	n/a	4.7	n/a
722511 - Full-service restaurants	2	0	1	1	0	0	0	11	0.7	0.5
722512 - Limited-service eating places	1	1	0	0	0	0	0	n/a	0.3	n/a

Source: Statistics Canada Canadian Business Patterns (December 2016).

Table 10: Brooke-Alvinston Industrial Profile: Other

Firms by employment size/concentration compared to Ontario

Industry:	Total	Without employees	Employment Range					Avg. per location	1.0 = Average Compared to ONT	
			<10	10-19	20-49	50-99	100+		# Firms	Avg.size
811111 - General automotive repair	4	3	0	1	0	0	0	15	2.6	3.1
811119 - Other automotive mechanical and electrical repair and maintenance	1	1	0	0	0	0	0	n/a	4.5	n/a
811490 - Other personal and household goods repair and maintenance	1	1	0	0	0	0	0	n/a	2.4	n/a
812220 - Cemeteries and crematoria	1	0	1	0	0	0	0	2	25.9	0.1
812990 - All other personal services	1	1	0	0	0	0	0	n/a	1.2	n/a
813110 - Religious organizations	3	0	2	1	0	0	0	6	2.5	0.9
813410 - Civic and social organizations	1	0	1	0	0	0	0	2	1.3	0.1

Source: Statistics Canada Canadian Business Patterns (December 2016).



Appendix B: Source and Methodology

The data in this report is taken from the December 2016 edition of Canadian Business Patterns which is published by Statistics Canada. Canadian business patterns data provide counts of active locations by industry classification and employment size categories for Canada and the provinces/territories. Data are compiled from the Business Register, which is a repository of information on the Canadian business population.

In order to be included in this database, a business must have been assigned a NAICS code and meet at least one of the following criteria: be an employer (i.e., have employees), be a corporate tax filer (T2), be a GST registrant with sales greater than \$0, file an individual tax return (T1) showing business revenue greater than \$0 and for which we can match the Business Number (BN) to the Social Insurance Number (SIN) and/or show evidence (obtained via profiling activities) of size.

In order to compare the community's economic structure to the province as a whole, the data was standardized in two ways:

The number of firms was adjusted based on population size and then compared to the provincial economy. A number greater than 1.0 means a higher concentration of firms (relative to population size). The average size of firm by sector was estimated by taking the mid-point employment level for each employment range (1-4, 5-9, etc.) and deriving the average for all firms.