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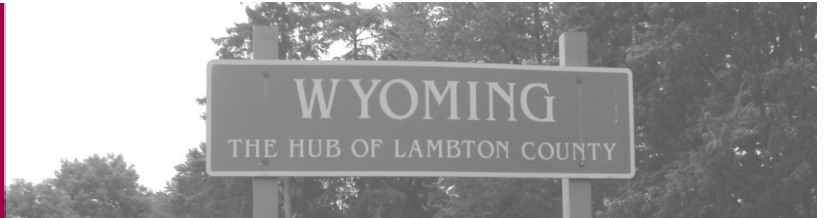
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# Township of Plympton-Wyoming Demographic and Industrial Profile

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## Plympton-Wyoming: Summary Demographic Profile

The Town of Plympton-Wyoming has a population of 7,800 people. Between 2011 and 2016, the population increased by 2.9 per cent; the second highest growth rate among Lambton County municipalities. Plympton-Wyoming's population is aging. The average age in the Town in 2016 was 42.5 below than the County at 43.9 but older than the Province at 41 years. The Town's population density is 24.5 per square kilometre, well below the County average.

One of the challenges facing the community has been the lack of inward migration. While the 2016 data is not available until November, the 2011 National Household Survey shows that nine per cent of the population were first generation immigrants, compared to 40 per cent for the Province as a whole. Seventy-seven per cent of the Town's population is at least a third generation Canadian.

Table 1 provides the summary demographic information for 2016.

**Table 1: Summary demographic profile for Plympton-Wyoming**

	<u>Plympton- Wyoming</u>	<u>Lambton County</u>	<u>Ontario</u>	<u>Canada</u>
Population, 2016	7,795	126,638	13,448,494	35,151,728
Population, 2011	7,576	126,199	12,851,821	33,476,688
Population percentage change, 2011 to 2016	2.9	0.3	4.6	5
Population density per square kilometre	24.5	42.2	14.8	3.9
Population by age group				
0 to 14 years	17%	15%	16%	17%
15 to 24 years	11%	11%	13%	12%
25 to 44 years	20%	22%	26%	26%
45 to 64 years	31%	30%	28%	28%
65+	19%	22%	17%	17%
Average age	42.5	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 Plympton-Wyoming. This data is taken from tax filer data for 2014 and reflects the amounts people claim on their tax forms. On average, people in Plympton-Wyoming earn considerably more than their counterparts across Ontario. Average employment income is seven per cent above the provincial level and average pension income (public and private pensions) is 20 per cent higher making the community the most affluent among Lambton County municipalities.

Plympton-Wyoming has a higher share of adults claiming pension income. The ratio of pensioners to employment income earners is 29 percent higher in Plympton-Wyoming compared to the Province. When looking at the ratio of pensioners to employment income earners, the pension income is 20% higher in Plympton-Wyoming compared to the Province as a whole. Average investment income is slightly lower.

Plympton-Wyoming has a much higher percentage of people claiming self-employment income which is common in agriculture-intensive economies.



**Table 2: Income profile for Plympton-Wyoming**  
**Per taxfiler**

	<u>Plympton- Wyoming</u>	<u>Ontario</u>	<u>Variance</u>
Average income from all sources	\$57,171	\$46,898	+22%
Average employment income	\$50,269	\$47,169	+7%
Average self-employment income	\$14,447	\$18,491	-22%
<i>Share of total employment income earners</i>	24%	17%	
Average pension income	\$30,212	\$25,204	+20%
<i>Ratio of pensioners to employment income earners</i>	0.56	0.43	+29%
Average investment income	\$10,998	\$11,965	-8%
<i>Share of total income earners declaring investment income</i>	45%	34%	

Source: CRA Taxfiler data (2014).

The 2011 National Household Survey provides additional insight into the income profile for Plympton-Wyoming. From the survey, the median cost of dwellings (housing) was \$250,056 in the community - below the Ontario average. The share of owner households spending 30 per cent or more on shelter costs in Plympton-Wyoming was well below both the provincial and national levels and the lowest among the municipalities in Lambton County. At the same time average personal income and median family income were much higher.

**Table 3: Income profile for Plympton-Wyoming – from the National Household Survey**

	<u>Plympton- Wyoming</u>	<u>Lambton County</u>	<u>Ontario</u>	<u>Canada</u>
% of owner households spending 30% or more of household total income on shelter costs	10.4	13.4	20.9	18.5
Median monthly shelter costs for owned dwellings (\$)	\$718	\$757	\$1,163	\$978
Median value of dwellings (\$)	\$250,056	\$180,165	\$300,862	\$280,552
Average personal income \$	\$45,140	\$41,241	\$42,264	\$40,650
Employment income %	69.8	67.7	74.8	74.7
Wages and salaries %	65.7	64.3	70.1	70.3
Self-employment income %	4.1	3.4	4.6	4.4
Investment income %	5.2	4.1	4.2	4.6
Retirement pensions, superannuation and annuities %	10.5	10.9	7	6.7
Canada/Quebec Pension Plan benefits %	3.7	4.5	3.4	3.5
Old Age Security pensions and Guaranteed Income Supplement %	2.8	3.7	2.8	3.1
Median family income \$	\$87,991	\$77,637	\$80,987	\$76,511

Source: Statistics Canada 2011 National Household Survey.



## Plympton-Wyoming Industrial Profile: Introduction

As of December 2016, there were 910 business locations (hereafter referred to as firms or establishments) in Plympton-Wyoming of which only 211 had 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) and employment size.

The industry profiles below provide a summary of the key sectors and the number of firms by employment size. 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 50 businesses in Plympton-Wyoming active in the retail trade sector (NAICS 44-45). Compared to Ontario, there are 10 per cent fewer retail businesses (adjusted for population size) in Plympton-Wyoming and the average size of a retail business is slightly smaller (20 per cent smaller displayed as 0.8 in the table).

The data is presented at a detailed sector level to help provide an initial assessment of areas in which the Plympton-Wyoming 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 4 compares the Plympton-Wyoming 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.

### Initial Observations:

- Overall, the Plympton-Wyoming economy has a heavy concentration of firms in the agriculture sector with 34 per cent of all establishments involved in either crop or animal farming. Soybean farming is the largest sub-sector.
- Plympton-Wyoming has a slightly higher concentration of construction firms with twice as many firms in NAICS 237 - Heavy and civil engineering construction and 20 per cent more in in NAICS 238 - Specialty trade contractors.
- The community's retail sector is similar in size to the provincial sector with higher concentrations of building supplies stores, sporting goods/hobby/book/music stores and general merchandise stores.
- The community has relatively few professional services firms but there are 17 in management and related consulting services that are likely servicing markets across Ontario and beyond.
- The health care sector is smaller than it should be based on its population size.
- There number of tourism-related firms is well below the provincial average



**Table 4: Plympton-Wyoming 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	
<b>Total</b>	<b>910</b>	<b>720</b>	<b>148</b>	<b>22</b>	<b>14</b>	<b>3</b>	<b>3</b>	<b>10</b>	<b>1.1</b>	<b>0.8</b>	
Unclassified	69	66	3	0	0	0	0	4	0.7	0.8	
Sub-total, classified	841	654	145	22	14	3	3	10	1.1	0.7	
11 - Agriculture, forestry, fishing and hunting	319	283	31	2	2	0	1	10	11.9	1.0	
21 - Mining, quarrying, and oil and gas ext.	4	1	2	1	0	0	0	8	3.6	0.3	
22 - Utilities	7	7	0	0	0	0	0	n/a	4.4	n/a	
23 - Construction	86	48	33	3	1	1	0	8	1.1	0.8	
31-33 - Manufacturing	11	7	1	2	0	0	1	47	0.5	1.5	
41 - Wholesale trade	23	11	8	2	1	1	0	13	1.0	0.8	
44-45 - Retail trade	50	35	8	3	4	0	0	13	0.9	0.8	
48-49 - Transportation and warehousing	38	27	8	2	1	0	0	7	0.9	0.8	
51 - Information and cultural industries	2	1	1	0	0	0	0	2	0.2	0.1	
52 - Finance and insurance	34	29	5	0	0	0	0	3	0.7	0.2	
53 - Real estate and rental and leasing	108	104	3	1	0	0	0	7	0.8	0.8	
54 - Professional, scientific and tech. services	50	38	12	0	0	0	0	2	0.5	0.3	
55 - Management of companies	1	1	0	0	0	0	0	n/a	0.1	n/a	
56 - Administrative and support, waste management and remediation services	16	12	2	2	0	0	0	9	0.5	0.4	
61 - Educational services	5	2	2	1	0	0	0	10	0.6	0.4	
62 - Health care and social assistance	20	10	9	0	0	0	1	19	0.4	1.4	
71 - Arts, entertainment and recreation	4	3	0	1	0	0	0	15	0.3	0.7	
72 - Accommodation and food services	21	10	6	2	2	1	0	18	0.8	1.0	
81 - Other services (except public admin.)	40	25	14	0	1	0	0	5	0.8	0.7	
91 - Public administration	2	0	0	0	2	0	0	30	2.3	0.3	

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

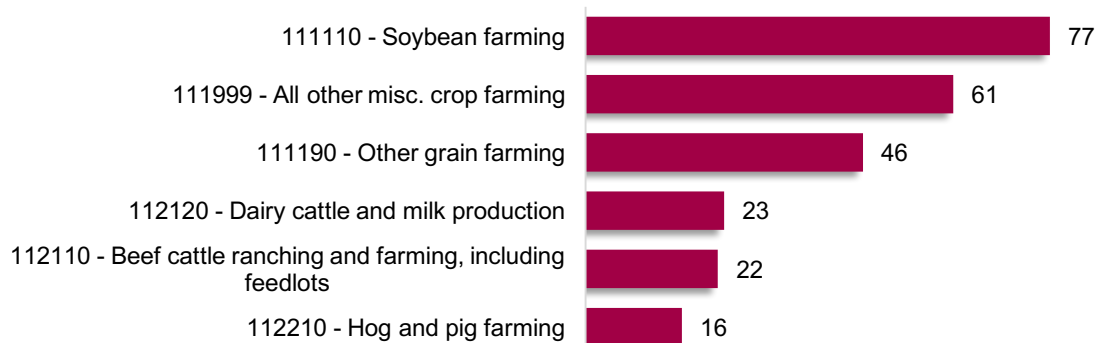


## Primary Industries

Plympton-Wyoming has a very high concentration of establishments in the crop production sector, specifically soybean farming, the main area of farming in the community. There are 35 times as many soybean farms compared to the provincial economy. There is also a large number of establishments in the animal production sector. Most of the farms do not have significant employment.

Plympton-Wyoming is home to three firms in NAICS 212 - Mining and quarrying (except oil and gas).

**Figure 1: Number of business establishments by sector - NAICS 111 & 112 - Farming**



## Construction, Manufacturing, Trade and Transportation

There are 86 firms in the Plympton-Wyoming construction sector of which 38 have formal employment. The community has a much higher concentration of firms in the heavy and civil engineering sector compared to the province as a whole (two times as many adjusted for population size). One firm has more than 50 employees. Plympton-Wyoming has 11 manufacturing firms of which four have formal employment and one has more than 100 employees. There are four firms in food manufacturing. There are 73 firms involved in wholesale and retail trade. Figure 2 shows the sub-sectors in Plympton-Wyoming with higher than average concentration.

There are 28 firms in the truck transportation sector of which 21 are sole-proprietors.

**Figure 2: Trade-related sectors with a high concentration of firms relative to the Ontario economy (Ontario = 1.0)**







## Information, Finance and Professional Services

Plympton-Wyoming has more than 200 firms in various services industries including 34 in finance and insurance, 108 in real estate, 50 in professional services and 16 in administrative services. For the most part, the Town does not have a high concentration of firms in these sectors. There are nine firms in NAICS 5413 - Architectural, engineering and related services but eight of them have no formal employment. There are five firms in NAICS 5414 - Specialized design services but only one has formal employment. There are 17 firms in NAICS 5416 - Management, scientific and technical consulting services which, while below average, is still an interesting concentration of firms for a smaller, rural community.

## Education, health care and public administration

There are four schools in Plympton-Wyoming each with fewer than 10 employees. Two schools are in athletic instruction and the other is listed in "all other schools".

There are 20 establishments in the health care and social assistance sector of which 10 have some level of employment. There are six physicians' offices; 70 per cent fewer compared to the Province adjusted for population size. There is one large establishment in NAICS 6241 – Individual and family services.

## Tourism

Plympton-Wyoming is home to 25 firms in the two main tourism sectors: NAICS 71 - Arts, entertainment and recreation and NAICS 72 - Accommodation and food services. There are 10 firms in the full-service restaurants and limited-service eating places sector, only about 50 per cent as many compared to the province as a whole adjusted for population size. There are five firms in NAICS 7212 - Recreational vehicle (RV) parks and recreational camps or five times as many compared to the province as a whole.

## Other Sectors

Plympton-Wyoming is home to 10 firms in the automotive repair and maintenance sector, five firms in personal care services, eight registered religious organizations, and four firms in NAICS 8139 - Business, professional, labour and other membership organizations. Overall, the community has 40 firms in the other services sector which is slightly fewer than the Province as a whole adjusted for population size.





## Appendix

### Appendix A: Detailed Industry Tables

**Table 5: Plympton-Wyoming 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
<b>111 - Crop production</b>	<b>215</b>	<b>206</b>	<b>7</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>23</b>	<b>17.5</b>	<b>1.6</b>
111110 - Soybean farming	77	76	1	0	0	0	0	7	34.7	1.8
111140 - Wheat farming	10	10	0	0	0	0	0	n/a	31.0	n/a
111190 - Other grain farming	46	44	2	0	0	0	0	2	21.7	0.5
111999 - All other misc. crop farming	61	57	3	0	0	0	1	40	20.4	4.0
<b>112 - Animal production and aquaculture</b>	<b>94</b>	<b>69</b>	<b>23</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>8.4</b>	<b>0.8</b>
112110 - Beef cattle ranching and farming, including feedlots	22	19	2	1	0	0	0	8	6.8	2.1
112120 - Dairy cattle and milk production	23	16	7	0	0	0	0	2	7.7	0.5
112210 - Hog and pig farming	16	13	3	0	0	0	0	4	21.5	0.7
112310 - Chicken egg production	10	6	4	0	0	0	0	3	41.4	0.3
112420 - Goat farming	3	3	0	0	0	0	0	n/a	26.3	n/a
112920 - Horse and other equine production	3	3	0	0	0	0	0	n/a	2.9	n/a
112991 - Animal combination farming	11	6	5	0	0	0	0	3	7.2	0.8
115 - Support activities for agriculture	8	6	1	0	1	0	0	16	4.0	1.3

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



**Table 6: Plympton-Wyoming Industrial Profile: Construction, Manufacturing, 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	
236 - Construction of buildings	18	10	8	0	0	0	0	5	0.7	0.6	
237 - Heavy and civil engineering construction	13	10	2	0	0	1	0	30	2.0	1.2	
238 - Specialty trade contractors	55	28	23	3	1	0	0	7	1.2	0.7	
311 - Food manufacturing	4	3	0	1	0	0	0	15	2.1	0.4	
323 - Printing and related support activities	2	0	0	1	0	0	1	83	1.1	4.8	
411 - Farm product merchant wholesalers	3	1	0	1	1	0	0	23	6.0	1.4	
413 - Food, beverage and tobacco merchant wholesalers	2	2	0	0	0	0	0	n/a	0.7	n/a	
416 - Building material and supplies merchant wholesalers	3	1	2	0	0	0	0	2	0.9	0.1	
417 - Machinery, equipment and supplies merchant wholesalers	12	6	4	1	0	1	0	16	2.2	0.9	
444 - Building material and garden equipment and supplies dealers	6	4	1	1	0	0	0	11	2.3	0.6	
445 - Food and beverage stores	7	2	2	1	2	0	0	16	0.8	0.7	
451 - Sporting goods, hobby, book and music stores	4	3	1	0	0	0	0	2	1.6	0.1	
452 - General merchandise stores	3	3	0	0	0	0	0	n/a	1.2	n/a	
453 - Miscellaneous store retailers	5	5	0	0	0	0	0	n/a	0.8	n/a	
454 - Non-store retailers	8	6	2	0	0	0	0	5	1.7	0.4	
484 - Truck transportation	28	21	5	1	1	0	0	8	1.0	1.6	
488 - Support activities for transportation	6	3	2	1	0	0	0	6	1.4	0.5	

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



**Table 7: Plympton-Wyoming Industrial Profile: Finance, insurance and professional services**

Firms by employment size/concentration compared to Ontario

Industry:	Total	employees Without	Employment Range					Avg. per location	1.0 = Average Compared to ONT	
			<10	10-19	20-49	50-99	100+		# Firms	Avg.size
522 - Credit intermediation and related activities	2	0	2	0	0	0	0	5	0.3	0.2
523 - Financial investment and related activities	28	28	0	0	0	0	0	n/a	0.8	n/a
524 - Insurance carriers and related activities	4	1	3	0	0	0	0	2	0.5	0.1
531 - Real estate	106	103	2	1	0	0	0	6	0.8	0.8
541 - Professional, scientific and technical services	50	38	12	0	0	0	0	2	0.5	0.3
5411 - Legal services	2	2	0	0	0	0	0	n/a	0.2	n/a
5412 - Accounting, tax preparation, bookkeeping and payroll services	7	5	2	0	0	0	0	2	0.6	0.3
5413 - Architectural, engineering and related services	9	8	1	0	0	0	0	2	0.9	0.2
5414 - Specialized design services	5	4	1	0	0	0	0	2	0.9	0.5
5415 - Computer systems design and related services	2	2	0	0	0	0	0	n/a	0.1	n/a
5416 - Management, scientific and technical consulting services	17	12	5	0	0	0	0	2	0.6	0.4
561 - Administrative and support services	16	12	2	2	0	0	0	9	0.5	0.4

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

**Table 8: Plympton-Wyoming Industrial Profile: Education, health care and public administration**

Firms by employment size/concentration compared to Ontario

Industry:	Total	employees Without	Employment Range					Avg. per location	1.0 = Average Compared to ONT	
			<10	10-19	20-49	50-99	100+		# Firms	Avg.size
6111 - Elementary and secondary schools	1	0	0	1	0	0	0	15	1.9	0.2
6116 - Other schools and instruction	3	1	2	0	0	0	0	7	0.6	0.6
6117 - Educational support services	1	1	0	0	0	0	0	n/a	1.0	n/a
6211 - Offices of physicians	6	1	5	0	0	0	0	3	0.3	0.8
6212 - Offices of dentists	1	1	0	0	0	0	0	n/a	0.2	n/a
6213 - Offices of other health practitioners	8	7	1	0	0	0	0	2	0.6	0.4
6232 - Residential developmental handicap, mental health and substance abuse facilities	2	0	2	0	0	0	0	7	2.0	0.5
6241 - Individual and family services	1	0	0	0	0	0	1	150	0.4	5.3
6244 - Child day-care services	2	1	1	0	0	0	0	7	0.4	0.3
9139 - Other local, municipal and regional public administration	2	0	0	0	2	0	0	30	5.6	0.2

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



**Table 9: Plympton-Wyoming Industrial Profile: Tourism**

Firms by employment size/concentration compared to Ontario

Industry:	Total	employees Without	Employment Range					Avg. per location	1.0 = Average Compared to ONT	
			<10	10-19	20-49	50-99	100+		# Firms	Avg.size
7111 - Performing arts companies	1	1	0	0	0	0	0	n/a	0.5	n/a
7139 - Other amusement and recreation industries	3	2	0	1	0	0	0	15	0.8	0.6
7211 - Traveller accommodation	2	2	0	0	0	0	0	n/a	0.9	n/a
7212 - Recreational vehicle (RV) parks and recreational camps	5	3	2	0	0	0	0	7	5.2	0.5
7223 - Special food services	4	4	0	0	0	0	0	n/a	1.7	n/a
7225 - Full-service restaurants and limited-service eating places	10	1	4	2	2	1	0	21	0.5	1.1

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

**Table 10: Plympton-Wyoming Industrial Profile: Other**

Firms by employment size/concentration compared to Ontario

Industry:	Total	employees Without	Employment Range					Avg. per location	1.0 = Average Compared to ONT	
			<10	10-19	20-49	50-99	100+		# Firms	Avg.size
8111 - Automotive repair and maintenance	10	7	3	0	0	0	0	4	1.1	0.7
8112 - Electronic and precision equipment repair and maintenance	1	1	0	0	0	0	0	n/a	0.9	n/a
8114 - Personal and household goods repair and maintenance	3	3	0	0	0	0	0	n/a	1.0	n/a
8121 - Personal care services	5	5	0	0	0	0	0	n/a	0.5	n/a
8129 - Other personal services	5	3	1	0	1	0	0	16	1.3	2.1
8131 - Religious organizations	8	0	8	0	0	0	0	3	2.1	0.4
8132 - Grant-making and giving services	2	2	0	0	0	0	0	n/a	1.1	n/a
8134 - Civic and social organizations	2	1	1	0	0	0	0	2	0.8	0.1
8139 - Business, professional, labour and other membership organizations	4	3	1	0	0	0	0	2	0.5	0.2

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.