



mellor murray
CONSULTING

United States
Canada

Point Edward

402

19

7

Christina St-N

402

Village of Point Edward Demographic and Industrial Profile

Mellor Murray Consulting
August 28, 2017

16



mellor murray
CONSULTING



Contents

Point Edward: Summary Demographic Profile	3
Point Edward Industrial Profile: Introduction	5
Summary findings:	5
Appendix	7
Appendix A: Detailed Industry Tables.....	7
Appendix B: Source and Methodology	9



Point Edward: Summary Demographic Profile

The Village of Point Edward has a population of just over 2,000 people. Between 2011 and 2016, the population remained at the same level but it is getting older on average. The average age of 47.7 means it is among the top quartile of municipalities in Ontario by this measure. Population density per square kilometre is significant at 620.0 making Point Edward the most population dense municipality in Lambton County.

Table 1 provides the summary demographic information for 2016.

Table 1: Summary demographic profile for Point Edward

	<u>Point Edward</u>	<u>Lambton County</u>	<u>Ontario</u>	<u>Canada</u>
Population, 2016	2,037	126,638	13,448,494	35,151,728
Population, 2011	2,034	126,199	12,851,821	33,476,688
Population percentage change, 2011 to 2016	0.1	0.3	4.6	5
Population density per square kilometre	620.6	42.2	14.8	3.9
Population by age group				
0 to 14 years	12%	15%	16%	17%
15 to 24 years	10%	11%	13%	12%
25 to 44 years	20%	22%	26%	26%
45 to 64 years	32%	30%	28%	28%
65+	26%	22%	17%	17%
Average age	47.7	43.9	41	41
Average household size (persons)	2.1	2.3	2.6	2.4

Source: Statistics Canada 2016 Census.

The 2011 National Household Survey (NHS)¹ provides insight into the income profile for Point Edward (Table 2). The 2016 Census data on income will be published in November 2017.

From the NHS, the median cost of dwellings (housing) was \$179,205 in the community or about 40 per cent below the Ontario average. The share of owner households spending 30 per cent or more of total income on shelter costs in Point Edward was 46 per cent below the provincial level.

Overall average personal income in Point Edward was above both the provincial and national level. The community is far more reliant on retirement income when compared to Ontario and Canada as a whole. Median family income was also above both the provincial and national level in 2011.

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

**Table 2: Income profile for Point Edward – from the National Household Survey**

	<u>Point Edward</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	11.3	13.4	20.9	18.5
Median monthly shelter costs for owned dwellings (\$)	\$662	\$757	\$1,163	\$978
Median value of dwellings (\$)	\$179,205	\$180,165	\$300,862	\$280,552
Average personal income \$	\$43,357	\$41,241	\$42,264	\$40,650
Employment income %	63.3	67.7	74.8	74.7
Wages and salaries %	60.5	64.3	70.1	70.3
Self-employment income %	3.1	3.4	4.6	4.4
Investment income %	3.5	4.1	4.2	4.6
Retirement pensions, superannuation and annuities %	15.3	10.9	7	6.7
Canada/Quebec Pension Plan benefits %	5.8	4.5	3.4	3.5
Old Age Security pensions and Guaranteed Income Supplement %	4.5	3.7	2.8	3.1
Median family income \$	\$81,556	\$77,637	\$80,987	\$76,511

Source: Statistics Canada 2011 National Household Survey.



Point Edward Industrial Profile: Introduction

As of December 2016, there were 294 business locations (hereafter referred to as firms or establishments) in Point Edward of which 129 firms 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. 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 17 businesses in Point Edward active in the retail trade sector (NAICS 44-45). Compared to Ontario, there are slightly more retail businesses (adjusted for population size) in Point Edward but the average size of a retail business is much 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 Point Edward 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 1 compares the Point Edward 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:

- Point Edward is primarily a services-based economy with 87 per cent of all establishments in the services sectors (NAICS 41 through 91).
- There are eight manufacturing firms. Only one manufacturer has more than 20 employees.
- Point Edward has a slightly larger retail trade sector (adjusted for population size) compared to Ontario as a whole. The 17 retail firms are spread across a full range of sub-sectors.
- The community has 14 firms in transportation and warehousing of which seven are in "freight transportation arrangement" services. Three of these freight transportation arrangement firms have at least 20 employees.
- Relative to its size, Point Edward has nearly three times as many firms in financial investment activities and five times as many real estate agents and brokers.
- There are 12 firms in NAICS 5416 - Management, scientific and technical consulting services; 60 per cent more when compared to Ontario as a whole adjusted for population size. These are small, mostly sole proprietorship firms where the owners choose to live in Point Edward but likely service markets well beyond the community.
- There are 13 physicians' offices and 11 offices of other health practitioners; nearly three time as many relative to the provincial level. Overall, Point Edward has a relatively large health care cluster for a community its size.
- Point Edward has a larger tourism sector relative to its size with 16 firms in arts, entertainment, recreation, accommodation and food services.



Table 3: Point Edward 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	294	165	90	16	15	7	1	13		1.3	1.0
Unclassified	18	11	7	0	0	0	0	2		0.7	0.4
Sub-total, classified	276	154	83	16	15	7	1	14		1.4	1.0
11 - Agriculture, forestry, fishing and hunting	2	0	0	0	1	1	0	53		0.3	5.3
21 - Mining, quarrying, and oil and gas	1	1	0	0	0	0	0	n/a		3.4	n/a
22 - Utilities	1	1	0	0	0	0	0	n/a		2.4	n/a
23 - Construction	16	10	3	3	0	0	0	9		0.8	1.0
31-33 - Manufacturing	8	2	2	3	1	0	0	15		1.4	0.5
41 - Wholesale trade	4	1	3	0	0	0	0	5		0.6	0.3
44-45 - Retail trade	17	6	8	2	0	1	0	13		1.2	0.8
48-49 - Transportation and warehousing	14	3	4	2	3	2	0	26		1.2	2.8
51 - Information and cultural industries	2	2	0	0	0	0	0	n/a		0.6	n/a
52 - Finance and insurance	27	19	7	0	1	0	0	6		2.1	0.3
53 - Real estate and rental and leasing	65	60	5	0	0	0	0	5		1.8	0.6
54 - Professional, scientific and technical	37	20	15	0	2	0	0	6		1.3	0.8
55 - Management of companies and enterprises	2	2	0	0	0	0	0	n/a		1.1	n/a
56 - Administrative and support, waste	7	5	2	0	0	0	0	2		0.9	0.1
61 - Educational services	3	1	1	1	0	0	0	11		1.3	0.4
62 - Health care and social assistance	29	11	16	0	1	0	1	14		2.1	1.0
71 - Arts, entertainment and recreation	6	1	2	2	1	0	0	15		1.8	0.7
72 - Accommodation and food services	10	2	2	1	2	3	0	39		1.5	2.0
81 - Other services (except public	22	7	11	2	2	0	0	8		1.7	1.1
91 - Public administration	3	0	2	0	1	0	0	11		13.1	0.1

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



Appendix

Appendix A: Detailed Industry Tables

Table 4: Point Edward Industrial Profile: Primary, Construction, Manufacturing, Trade and Transportation Industries

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	
1141 - Fishing	1	0	0	0	0	1	0	75	56.4	7.3	
1151 - Support activities for crop production	1	0	0	0	1	0	0	30	4.0	2.3	
2122 - Metal ore mining	1	1	0	0	0	0	0	n/a	81.5	n/a	
2213 - Water, sewage and other systems	1	1	0	0	0	0	0	n/a	22.3	n/a	
236 - Construction of buildings	2	1	1	0	0	0	0	2	0.3	0.2	
237 - Heavy and civil engineering construction	2	1	1	0	0	0	0	2	1.2	0.1	
238 - Specialty trade contractors	12	8	1	3	0	0	0	13	1.0	1.4	
311 - Food manufacturing	2	0	1	1	0	0	0	11	3.9	0.3	
3149 - Other textile product mills	1	0	1	0	0	0	0	7	22.5	0.4	
3152 - Cut and sew clothing manufacturing	1	0	0	0	1	0	0	30	9.0	1.7	
3212 - Veneer, plywood and engineered wood	1	0	0	1	0	0	0	15	43.4	0.3	
3399 - Other miscellaneous manufacturing	3	2	0	1	0	0	0	15	5.3	1.2	
4131 - Food merchant wholesalers	1	0	1	0	0	0	0	7	1.6	0.3	
4143 - Home furnishings merchant wholesalers	1	0	1	0	0	0	0	2	5.3	0.2	
4172 - Construction, forestry, mining, and	1	0	1	0	0	0	0	7	2.2	0.5	
4179 - Other machinery, equipment and	1	1	0	0	0	0	0	n/a	1.8	n/a	
4411 - Automobile dealers	1	0	1	0	0	0	0	2	1.4	0.1	
4412 - Other motor vehicle dealers	1	1	0	0	0	0	0	n/a	5.8	n/a	
4413 - Automotive parts, accessories stores	1	0	1	0	0	0	0	2	2.7	0.2	
4422 - Home furnishings stores	2	1	0	1	0	0	0	15	4.8	1.2	
4451 - Grocery stores	1	0	1	0	0	0	0	7	0.7	0.2	
4453 - Beer, wine and liquor stores	2	0	1	0	0	1	0	41	8.1	3.6	
4461 - Health and personal care stores	2	0	1	1	0	0	0	9	1.1	0.7	
4481 - Clothing stores	3	2	1	0	0	0	0	2	2.4	0.1	
4511 - Sporting goods, hobby and musical	1	1	0	0	0	0	0	n/a	1.8	n/a	
4513 - Book stores and news dealers	1	1	0	0	0	0	0	n/a	10.8	n/a	
4532 - Office supplies, stationery and gift	1	0	1	0	0	0	0	7	2.6	0.7	
4542 - Vending machine operators	1	0	1	0	0	0	0	7	13.6	0.6	
4841 - General freight trucking	1	0	1	0	0	0	0	2	0.2	0.5	
4842 - Specialized freight trucking	2	2	0	0	0	0	0	n/a	1.2	n/a	
4854 - School and employee bus transportation	1	0	0	0	0	1	0	75	16.5	0.9	
4884 - Support activities for road	1	1	0	0	0	0	0	n/a	2.4	n/a	
4885 - Freight transportation arrangement	7	0	3	1	2	1	0	24	20.7	1.5	
4921 - Couriers	1	0	0	0	1	0	0	30	1.6	1.3	
4931 - Warehousing and storage	1	0	0	1	0	0	0	15	3.7	0.5	

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



Table 5: Point Edward Industrial Profile: Professional, Personal and Public 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	
5191 - Other information services	2	2	0	0	0	0	0	n/a	4.5	n/a	
5231 - Securities and commodity contracts	1	0	1	0	0	0	0	2	2.7	0.1	
5239 - Other financial investment activities	24	18	5	0	1	0	0	7	2.8	0.5	
5242 - Agencies, brokerages and other	2	1	1	0	0	0	0	2	1.1	0.2	
5311 - Lessors of real estate	24	21	3	0	0	0	0	4	0.9	0.5	
5312 - Offices of real estate agents and brokers	33	32	1	0	0	0	0	7	5.6	1.2	
5313 - Activities related to real estate	5	4	1	0	0	0	0	7	1.9	0.7	
5321 - Automotive equipment rental and leasing	1	1	0	0	0	0	0	n/a	3.5	n/a	
5324 - Commercial and industrial machinery and equipment rental and leasing	2	2	0	0	0	0	0	n/a	5.6	n/a	
5411 - Legal services	7	0	7	0	0	0	0	3	2.6	0.4	
5412 - Accounting, tax preparation,	6	2	4	0	0	0	0	2	2.1	0.3	
5413 - Architectural, engineering and related	4	0	3	0	1	0	0	9	1.6	0.7	
5414 - Specialized design services	2	2	0	0	0	0	0	n/a	1.4	n/a	
5415 - Computer systems design and related	1	1	0	0	0	0	0	n/a	0.2	n/a	
5416 - Management, scientific and technical	12	10	1	0	1	0	0	16	1.6	3.0	
5419 - Other professional services	5	5	0	0	0	0	0	n/a	1.6	n/a	
5613 - Employment services	1	0	1	0	0	0	0	2	1.8	0.0	
5615 - Travel arrangement and reservation	1	1	0	0	0	0	0	n/a	1.9	n/a	
5617 - Services to buildings and dwellings	3	2	1	0	0	0	0	2	0.9	0.2	
6116 - Other schools and instruction	3	1	1	1	0	0	0	11	2.1	0.9	
6211 - Offices of physicians	13	2	11	0	0	0	0	4	2.9	1.0	
6213 - Offices of other health practitioners	11	7	4	0	0	0	0	5	3.0	0.8	
6219 - Other ambulatory health care services	1	0	1	0	0	0	0	7	7.8	0.5	
6241 - Individual and family services	1	0	0	0	0	0	1	150	1.6	5.3	
6244 - Child day-care services	3	2	0	0	1	0	0	30	2.6	1.4	
7132 - Gambling industries	1	0	1	0	0	0	0	7	18.8	0.2	
7139 - Other amusement and recreation	4	0	1	2	1	0	0	17	4.0	0.7	
7211 - Traveller accommodation	4	1	0	0	1	2	0	60	6.9	1.9	
7224 - Drinking places (alcoholic beverages)	1	0	1	0	0	0	0	7	5.5	0.4	
7225 - Full-service restaurants and limited- service eating places	5	1	1	1	1	1	0	32	1.0	1.7	
8111 - Automotive repair and maintenance	6	3	2	0	1	0	0	11	2.4	2.1	
8121 - Personal care services	7	2	4	1	0	0	0	7	2.8	1.1	
8132 - Grant-making and giving services	1	0	0	1	0	0	0	15	2.2	1.2	
8134 - Civic and social organizations	2	0	2	0	0	0	0	5	3.1	0.3	
8139 - Business, professional, labour and other membership organizations	2	2	0	0	0	0	0	n/a	1.0	n/a	
9119 - Other federal gov. public administration	1	0	1	0	0	0	0	2	46.2	0.0	
9129 - Other provincial public administration	1	0	1	0	0	0	0	2	25.5	0.0	
9139 - Other local, municipal and regional public administration	1	0	0	0	1	0	0	30	10.6	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 rate.