



mellor murray
CONSULTING

Sarnia

City of Sarnia Demographic and Industrial Profile

Mellor Murray Consulting
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Sarnia: Summary Demographic Profile

The City of Sarnia has a population of 71,600 people. It is the urban centre for Lambton County. Between 2011 and 2016, the population declined by 1.1 per cent. The population is also aging. The average age in the city in 2016 was 43.9 considerably higher than both the provincial and national population. The City's population density per square kilometre is 434 – similar to many small and mid-sized urban centers across the country.

One of the challenges facing the community has been the lack of inward migration. While the 2016 data is not available until November, the County level data is instructive. In the most recent five-year period, there were an average of 149 immigrants settling in the County down 15 from the previous five-year period and 39 per cent compared to the previous decade.

Table 1 provides the summary demographic information for 2016.

Table 1: Summary demographic profile for Sarnia

	<u>Sarnia</u>	<u>Lambton County</u>	<u>Ontario</u>	<u>Canada</u>
Population, 2016	71,594	126,638	13,448,494	35,151,728
Population, 2011	72,366	126,199	12,851,821	33,476,688
Population percentage change, 2011 to 2016	-1.1	0.3	4.6	5
Population density per square kilometre	434.3	42.2	14.8	3.9
Population by age group				
0 to 14 years	15%	15%	16%	17%
15 to 24 years	12%	11%	13%	12%
25 to 44 years	23%	22%	26%	26%
45 to 64 years	29%	30%	28%	28%
65+	22%	22%	17%	17%
Average age	43.9	43.9	41	41
Average household size (persons)	2.2	2.3	2.6	2.4

Source: Statistics Canada 2016 Census.

Table 2 shows the income profile for the Sarnia Census Agglomeration (CA). This profile is taken from tax filer data for 2014 and reflects the amounts people claim on their tax forms. On average, people in the Sarnia CA earn slightly more than their counterparts across Ontario and Canada. However, average employment income is two per cent below the provincial level and on par with the Country as a whole. The number of persons declaring employment income over the past five years is down by two per cent while rising strongly across the Province and Country.

Sarnia has a lower share of persons reporting self-employment income compared to the Province and the Country as a whole. There has been a 14 per cent rise in the number of persons reporting CPP over the past five years but that is below the growth rates in Ontario and Canada overall. Workers' compensation usage is declining steeply. The number of persons declaring social assistance income is on the rise. It is below the growth rate across Ontario but higher than the increase across the Country. On a relative basis, the Sarnia CA has 12 per cent more people receiving social assistance when compared to the Province as a whole and 26 per cent more when compared to Canada.

**Table 2: Income profile for Sarnia per taxfiler**

		5 Year	Compared to:	
		<u>Trend</u>	<u>Ontario</u>	<u>Canada</u>
Total income in Sarnia CA (\$000s)	\$3,435,170			
Average income	\$50,532		+4%	+6%
Total employment income (\$000s)	\$2,202,705			
Average employment income	\$46,638		-2%	0%
Persons declaring employment income & trend	47,230	-2%	+6%	+6%
Average self-employment income	\$15,861		-12%	-8%
% self-employed	11%		15%	15%
Persons receiving Canada Pension Plan (CPP) income & trend	23,460	+14%	+17%	+18%
Persons receiving Workers' Compensation income & trend	1,510	-12%	-16%	-7%
Persons receiving Social Assistance income & trend	5,010	+6%	+10%	+4%
As a share of total income earners		7.4%	6.6%	5.8%

Source: CRA Taxfiler data (2014).

The 2011 National Household Survey provides additional insight into the income profile for Sarnia¹. From the survey, the average cost of dwellings (housing) was \$179,266 in the city or 40 per cent below the Ontario average. The share of owner households spending 30 per cent or more on shelter costs in Sarnia was well below both the provincial and national levels.

Table 3: Income profile for Sarnia – from the National Household Survey

	<u>Sarnia</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	14.5	13.4	20.9	18.5
Median monthly shelter costs for owned dwellings (\$)	\$802	\$757	\$1,163	\$978
Median value of dwellings (\$)	\$179,266	\$180,165	\$300,862	\$280,552
Average personal income \$	\$41,652	\$41,241	\$42,264	\$40,650
Employment income %	68	67.7	74.8	74.7
Wages and salaries %	65.2	64.3	70.1	70.3
Self-employment income %	2.8	3.4	4.6	4.4
Investment income %	3.5	4.1	4.2	4.6
Retirement pensions, superannuation and annuities %	11	10.9	7	6.7
Canada/Quebec Pension Plan benefits %	4.5	4.5	3.4	3.5
Old Age Security pensions and Guaranteed Income Supplement %	3.7	3.7	2.8	3.1
Median family income \$	\$76,523	\$77,637	\$80,987	\$76,511

Source: Statistics Canada 2011 National Household Survey.

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



Sarnia Industrial Profile: Introduction

As of December 2016, there were over 5,000 business locations (hereafter referred to as firms or establishments) in the City of Sarnia of which over 2,000 establishments 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 502 businesses in Sarnia active in the retail trade sector (NAICS 44-45). Compared to Ontario, there are a similar number of retail businesses (adjusted for population size) in Sarnia and the average size of a retail business is slightly larger (10 per cent larger displayed as 1.1 in the table).

The data is presented at a detailed sector level to help provide an initial assessment of areas in which the Sarnia 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 Sarnia 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 Sarnia economy has fewer firms (adjusted for population size) but the average firm size is larger when compared to the province as a whole.
- Sarnia's manufacturing sector is relatively smaller than the Province but it features a high concentration of petroleum and chemical manufacturing firms and an above average share of metal product manufacturers.
- The city's retail trade sector is similar in size and scope relative to the provincial economy. There is a higher concentration of firms in a few areas including sporting goods/hobby/book/music stores and gas stations. The City has a smaller wholesale trade sector but has a high concentration of petroleum product wholesale firms.
- Sarnia has fewer professional services firms but the average firm size is larger. The City has an interesting cluster of engineering services firms. There are 84 firms or about 60 per cent more relative to the provincial economy and the average firm size is more than double (as measured by average employment). There are more drafting services firms, testing laboratories and industrial design services relative to the province.
- Sarnia's ICT sector is below average in both firm intensity and firm size.
- As measured by establishment intensity and size, Sarnia's health care sector is similar to the province as a whole. There is a high concentration of chiropractors, dentists and optometrists (based on registered firms) as well as residential care and nursing home facilities.
- The city's tourism sector is average sized relative to the province as a whole but there are a few sub-sectors with high concentration including drinking places, horse race tracks and golf courses.



Table 4: Sarnia 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	5026	2982	1336	356	232	70	50	18	0.6	1.3	
Unclassified	426	349	69	4	3	1	0	5	0.4	1.1	
Sub-total, classified	4600	2633	1267	352	229	69	50	18	0.7	1.3	
11 - Agriculture, forestry, fishing and hunting	104	88	13	2	1	0	0	7	0.4	0.7	
21 - Mining, quarrying, and oil and gas	13	6	1	1	3	2	0	37	1.3	1.2	
22 - Utilities	8	4	1	0	2	1	0	36	0.5	1.0	
23 - Construction	501	273	161	29	24	4	10	20	0.7	2.1	
31-33 - Manufacturing	122	37	41	12	19	7	6	37	0.6	1.2	
41 - Wholesale trade	154	45	73	21	12	3	0	11	0.7	0.7	
44-45 - Retail trade	502	156	206	85	27	20	8	18	1.0	1.1	
48-49 - Transportation and warehousing	159	95	39	14	8	2	1	20	0.4	2.1	
51 - Information and cultural industries	34	19	9	4	1	1	0	13	0.3	0.7	
52 - Finance and insurance	321	245	43	17	16	0	0	12	0.7	0.7	
53 - Real estate and rental and leasing	851	772	59	12	5	2	1	12	0.7	1.4	
54 - Professional, scientific and technical	489	311	143	15	12	4	4	13	0.5	1.7	
55 - Management of companies and enterprises	42	36	2	2	1	0	1	37	0.6	0.7	
56 - Administrative and support, waste	142	64	50	14	8	4	2	18	0.5	0.9	
61 - Educational services	48	25	15	3	3	0	2	52	0.6	1.9	
62 - Health care and social assistance	419	188	168	35	11	5	12	22	0.9	1.6	
71 - Arts, entertainment and recreation	71	46	12	5	7	1	0	16	0.6	0.8	
72 - Accommodation and food services	221	45	67	42	56	11	0	20	1.0	1.0	
81 - Other services (except public	395	177	163	38	13	2	2	10	0.9	1.3	
91 - Public administration	4	1	1	1	0	0	1	106	0.5	0.9	

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

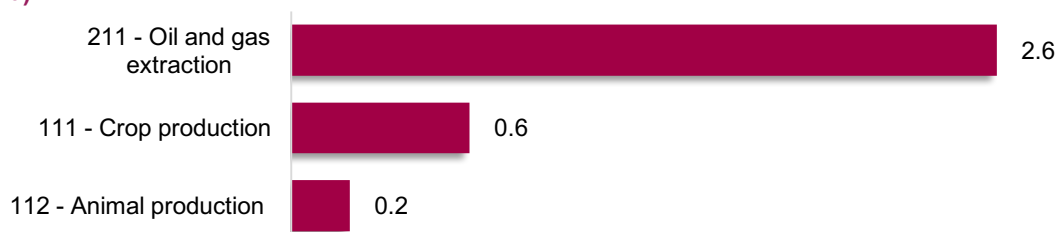


Primary Industries

As an urban centre, Sarnia has a fairly low concentration of establishments in the agriculture sector. There are 31 soybean farming establishments and seven horse production establishments based in the City.

Sarnia is home to 13 firms in the oil and gas sector. Most firms are small but there are two with at least 50 employees. Three of the firms are registered in the oil and gas extraction sector and nine provide services to oil and gas extraction.

Figure 1: Primary sectors - by concentration of firms relative to the Ontario economy (Ontario = 1.0)

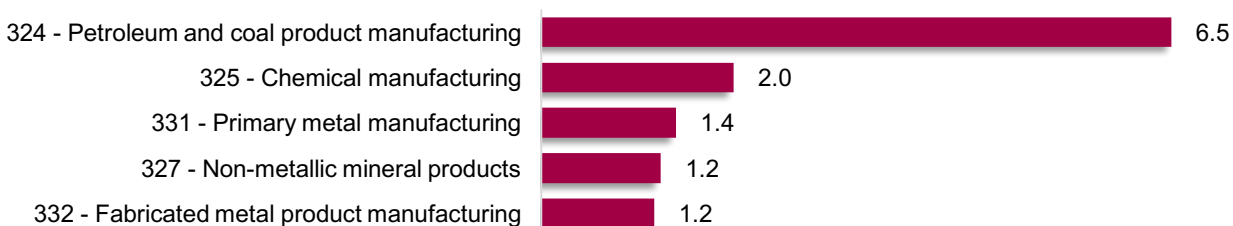


Construction and Manufacturing

There are 501 firms in the Sarnia construction sector of which 228 have formal employment. Construction firms tend to be larger in Sarnia; with an average employment level of twice the national construction sector. Sarnia has an above average concentration of firms in NAICS 2371 - Utility system construction. There are more than two times as many firms compared to the Ontario economy, adjusted for population size. The average firm is three times larger by total employment).

Overall, Sarnia has a lower concentration of manufacturing firms relative to the Ontario economy but the average size of a manufacturing firm is 20 per cent larger by employment. Sarnia is home to a cluster of firms in petroleum and chemical manufacturing (20 firms in total) of which five have more than 100 employees. The City also has higher concentrations of manufacturing firms in NAICS 327 - Non-metallic mineral products, NAICS 331 - Primary metal manufacturing and NAICS 332 - Fabricated metal product manufacturing.

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

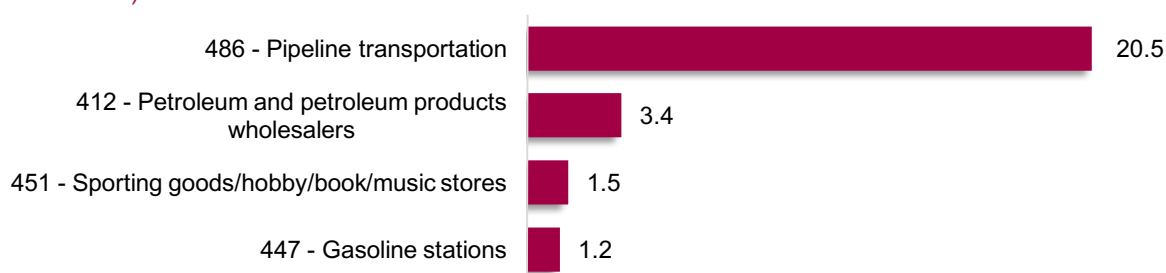




Trade and Transportation

Sarnia has 502 firms in the retail trade sector, 154 in the wholesale trade sector and 159 in the transportation and warehousing sector. The community has lower concentration of firms in wholesale trade and transportation relative to the Ontario economy as a whole. At the sub-sector level, there are several sectors that stand out. Sarnia has six pipeline transportation firms which is 20 times the provincial level adjusted for population size. The community has eight firms in petroleum and petroleum products wholesaling which is more than three times the provincial level. There are 50 per cent more firms relative to the Ontario economy in NAICS 451 - Sporting goods/hobby/book/music stores and 20 per cent more in NAICS 447 - Gasoline stations.

Figure 3: Sub-sectors with a high concentration of firms relative to the Ontario economy
(Ontario = 1.0)



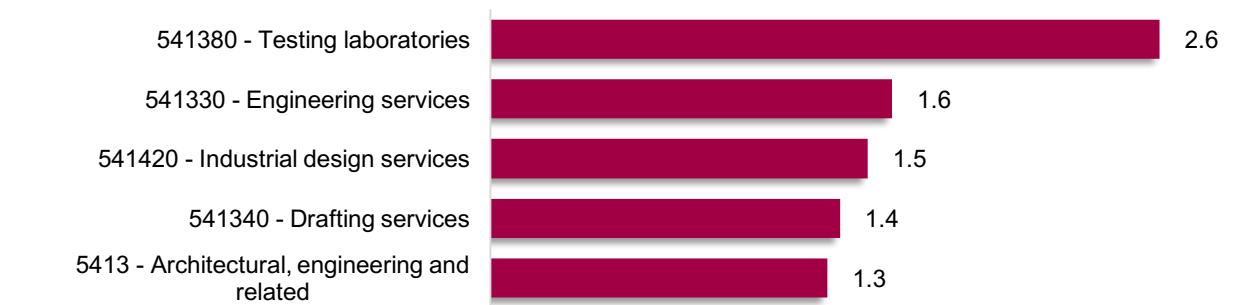
Information, Finance and Professional Services

Urban centers tend to be hubs for regional services activity. Sarnia has a lower concentration of firms in finance and insurance as well as professional services than the provincial average. There are relatively fewer firms in legal services, accounting services and far fewer in IT related sub-sectors. There are three software development firms, two in data processing and 47 in NAICS 5415 - Computer systems design and related. There are 80 per cent fewer firms in NAICS 5415 compared to the provincial economy (adjusted for population size).

There is an interesting cluster of firms in the engineering services sector. There are 84 firms in engineering services or 60 per cent more than Ontario as a whole and, on average, the firms are more than twice as large by average employment size. There are 10 testing laboratories, five drafting services firms and five industrial design firms. While the number of R&D firms is relatively small (six in total), there is one large entity bringing the average employment size in the sector to six times larger than the provincial R&D sector.



Figure 4: Engineering and R&D sectors with a high concentration of firms relative to the Ontario economy (Ontario = 1.0)





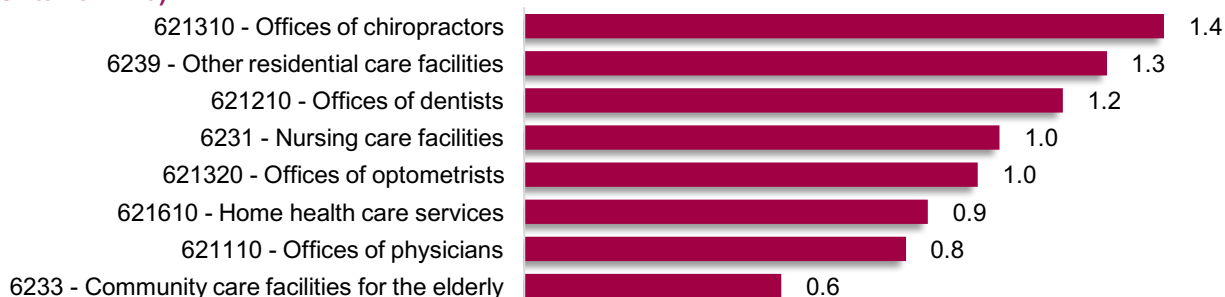
Education, Health Care and Public Administration

There are 42 post-secondary education and training establishments in Sarnia with only one having more than 100 employees. In addition to the public community college there are two firms in NAICS 611420 - Computer training; three in NAICS 611430 - Professional and management development training; four in NAICS 611510 - Technical and trade schools; four in NAICS 611610 - Fine arts schools and 15 in NAICS 611620 - Athletic instruction.

Regarding the health care sector the establishment and employment footprint is similar to the provincial level. There is a higher concentration of several specialty health care occupations (NAICS 621310 - Offices of chiropractors, NAICS 621210 - Offices of dentists and NAICS 621320 - Offices of optometrists) as well as nursing home and residential care facilities.

There are only three establishments in NAICS 6215 - Medical and diagnostic laboratories and the average employment level is much lower than the provincial level for this sector. There are six firms in NAICS 6243 - Vocational rehabilitation services; 30 per cent more than the province (adjusted for population size) and nearly three times as large (as measured by average employment). There are four establishments in public administration.

Figure 5: Sectors with a high concentration of firms relative to the Ontario economy (Ontario = 1.0)



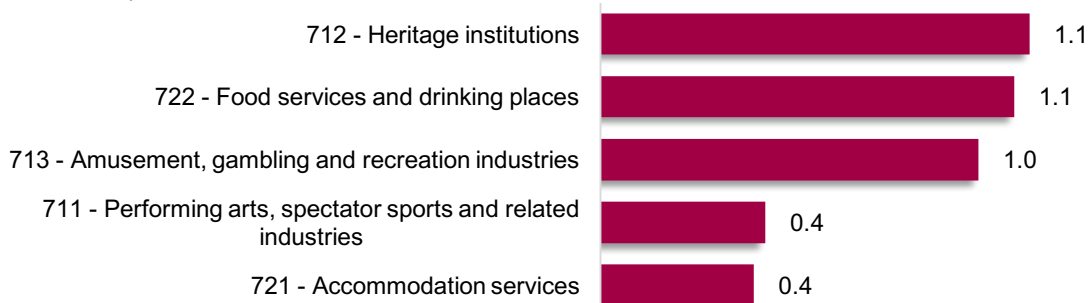
Tourism

Sarnia is home to 292 firms in the two main tourism sectors: NAICS 71 - Arts, entertainment and recreation and NAICS 72 - Accommodation and food services. The City has a slightly higher concentration of food services and drinking establishments (2.7 times as many establishments in NAICS 722410 - Drinking places/alcoholic beverages compared to Ontario adjusted for population size). But, the City has a relatively low concentration of firms in NAICS 721 Accommodation services and the average size of firm is well below the provincial level.

There are several entertainment related sectors in Sarnia that have an above average concentration of firms. There are five establishments in NAICS 711213 - Horse race tracks – nearly twice as many as the province as a whole and there are seven establishments in NAICS 713910 - Golf courses and country clubs; 50 per cent more than the Ontario average.



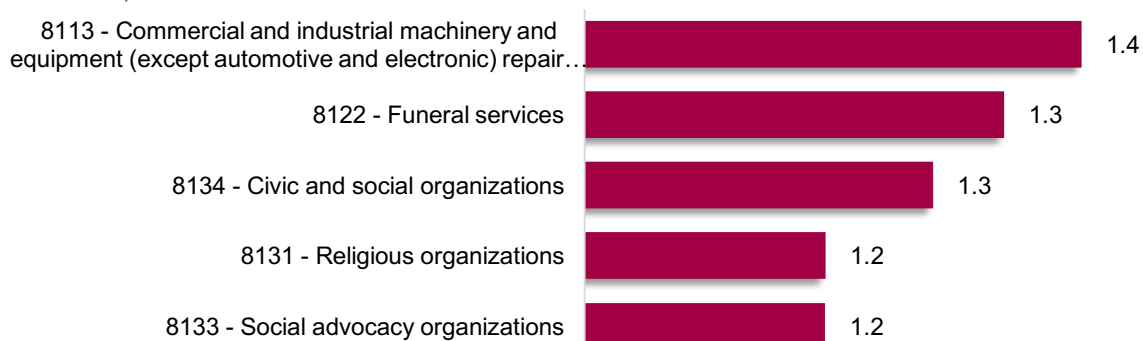
Figure 6: Tourism-related sectors – firm concentration relative to the Ontario economy
(Ontario = 1.0)



Other Sectors

Sarnia is home nearly 400 firms in the other services sector. There are 72 firms in the automotive repair and maintenance sector but adjusted for population size there are 20 per cent fewer firms in this sector. Figure 7 shows the main sub-sectors where Sarnia has a higher than average concentration of firms.

Figure 7: Personal services sectors – firm concentration relative to the Ontario economy
(Ontario = 1.0)





Appendix

Appendix A: Detailed Industry Tables

Table 5: Sarnia 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	73	61	9	2	1	0	0	8	0.6	0.6
111110 - Soybean farming	31	30	1	0	0	0	0	7	1.5	1.8
111140 - Wheat farming	5	4	1	0	0	0	0	2	1.7	0.5
111150 - Corn farming	5	3	1	0	1	0	0	16	0.3	4.1
111190 - Other grain farming	10	7	2	1	0	0	0	6	0.5	1.5
112 - Animal production	22	20	2	0	0	0	0	5	0.2	0.9
112110 - Beef cattle ranching and farming	3	2	1	0	0	0	0	2	0.1	0.5
112120 - Dairy cattle and milk production	3	2	1	0	0	0	0	7	0.1	1.7
112410 - Sheep farming	3	3	0	0	0	0	0	n/a	1.2	n/a
112920 - Horse and other equine production	7	7	0	0	0	0	0	n/a	0.7	n/a
115 - Support activities for agriculture	9	7	2	0	0	0	0	5	0.5	0.4
211 - Oil and gas extraction	3	1	1	0	0	1	0	41	2.6	7.1
212 - Mining and quarrying (except oil & gas)	1	1	0	0	0	0	0	n/a	0.4	n/a
213 - Support activities for mining, oil and gas	9	4	0	1	3	1	0	36	1.4	1.4

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



Table 6: Sarnia 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	
221 - Utilities	8	4	1	0	2	1	0	36	0.5	1.0	
236 - Construction of buildings	164	98	52	8	4	1	1	10	0.7	1.2	
237 - Heavy and civil engineering construction	59	45	6	3	2	0	3	92	1.0	3.7	
2371 - Utility system construction	14	6	4	1	1	0	2	90	2.2	3.1	
238 - Specialty trade contractors	278	130	103	18	18	3	6	18	0.7	2.0	
311 - Food manufacturing	7	3	3	0	1	0	0	12	0.4	0.3	
312 - Beverage and tobacco products	3	1	0	0	2	0	0	30	0.8	1.1	
321 - Wood product manufacturing	4	3	0	1	0	0	0	15	0.4	0.7	
324 - Petroleum and coal product	6	2	2	0	0	0	2	151	6.5	4.2	
325 - Chemical manufacturing	14	2	3	2	2	2	3	101	2.0	2.2	
3251 - Basic chemical manufacturing	7	1	2	1	1	1	1	47	8.3	1.2	
3252 - Resin, synthetic rubber, and artificial and synthetic fibres and filaments	2	0	0	0	0	0	2	400	5.9	5.1	
3253 - Pesticide, fertilizer and other agricultural chemical manufacturing	1	0	0	1	0	0	0	15	2.1	0.6	
3256 - Soap, cleaning compound and toilet preparation manufacturing	2	1	1	0	0	0	0	7	1.6	0.1	
3259 - Other chemical product manufacturing	2	0	0	0	1	1	0	53	1.1	1.8	
3261 - Plastic product manufacturing	3	2	0	1	0	0	0	15	0.5	0.3	
327 - Non-metallic mineral products	8	1	4	1	1	1	0	20	1.2	0.8	
3273 - Cement and concrete products	3	0	2	0	1	0	0	15	1.1	0.5	
3279 - Other non-metallic mineral products	4	1	1	1	0	1	0	32	2.3	1.5	
331 - Primary metal manufacturing	3	0	0	0	2	1	0	45	1.4	0.6	
332 - Fabricated metal product manufacturing	33	7	12	4	9	1	0	18	1.2	0.8	
333 - Machinery manufacturing	8	4	2	1	0	1	0	24	0.4	0.8	
334 - Computer and electronic products	1	0	0	0	0	0	1	150	0.1	4.2	
336 - Transportation equipment	2	2	0	0	0	0	0	n/a	0.2	n/a	
337 - Furniture and related products	2	0	1	0	1	0	0	16	0.1	0.7	
339 - Miscellaneous manufacturing	16	5	8	1	1	1	0	14	0.6	1.0	

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



Table 7: Sarnia 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	2	1	0	0	1	0	0	30	0.4	1.8	
412 - Petroleum and petroleum products merchant wholesalers	8	5	2	1	0	0	0	10	3.4	0.7	
413 - Food, beverage and tobacco wholesalers	7	3	3	1	0	0	0	8	0.3	0.4	
414 - Personal and household goods	8	4	3	1	0	0	0	7	0.2	0.4	
415 - Motor vehicle and motor vehicle parts and accessories merchant wholesalers	10	5	2	2	1	0	0	14	0.7	0.7	
416 - Building material and supplies	32	4	16	7	4	1	0	13	1.1	0.8	
417 - Machinery, equipment and supplies merchant wholesalers	57	8	36	6	5	2	0	11	1.1	0.6	
418 - Miscellaneous merchant wholesalers	20	7	10	2	1	0	0	8	0.6	0.6	
419 - Business-to-business electronic markets, and agents and brokers	10	8	1	1	0	0	0	9	0.5	0.8	
441 - Motor vehicle and parts dealers	44	13	15	9	3	3	1	22	1.0	1.1	
442 - Furniture and home furnishings stores	18	2	8	5	2	1	0	15	0.7	1.2	
443 - Electronics and appliance stores	30	8	17	4	0	1	0	10	1.1	1.1	
444 - Building material and garden equipment	30	8	14	4	2	1	1	19	1.2	1.0	
445 - Food and beverage stores	71	21	26	14	1	6	3	28	0.9	1.2	
446 - Health and personal care stores	60	15	25	12	5	3	0	15	1.0	1.3	
447 - Gasoline stations	32	15	11	5	1	0	0	9	1.2	1.0	
448 - Clothing and clothing accessories stores	69	12	41	10	4	2	0	11	1.1	0.8	
451 - Sporting goods/hobby/book/music stores	34	13	11	6	2	2	0	16	1.5	1.1	
452 - General merchandise stores	24	10	4	4	3	0	3	80	1.0	1.8	
453 - Miscellaneous store retailers	61	18	30	9	3	1	0	10	1.1	1.1	
454 - Non-store retailers	29	21	4	3	1	0	0	11	0.7	0.9	
481 - Air transportation	2	1	1	0	0	0	0	7	0.6	0.2	
482 - Rail transportation	1	0	1	0	0	0	0	7	1.9	0.1	
484 - Truck transportation	96	73	14	4	5	0	0	11	0.4	2.2	
485 - Transit and ground transportation	17	6	8	1	1	1	0	15	0.2	0.4	
486 - Pipeline transportation	6	1	4	0	0	0	1	102	20.5	2.5	
488 - Support activities for transportation	23	6	8	6	2	1	0	15	0.6	1.2	
492 - Couriers and messengers	9	7	2	0	0	0	0	2	0.3	0.1	
493 - Warehousing and storage	5	1	1	3	0	0	0	13	0.5	0.4	

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



Table 8: Sarnia Industrial Profile: Information, Finance and Professional Services

Firms by employment size/concentration compared to Ontario

Industry:	Total	employees Without	Employment Range					location Avg. per	1.0 = Average Compared to ONT	
			<10	10-19	20-49	50-99	100+		# Firms	Avg.size
511 - Publishing industries (except internet)	11	4	6	1	0	0	0	6	0.5	0.3
5112 - Software publishers	3	1	2	0	0	0	0	2	0.4	0.1
512 - Motion picture and sound recording	6	5	0	0	1	0	0	30	0.1	2.3
515 - Broadcasting (except internet)	3	0	0	3	0	0	0	15	0.6	0.5
517 - Telecommunications	3	2	0	0	0	1	0	75	0.3	2.4
518 - Data processing, hosting, and related	2	1	1	0	0	0	0	2	0.2	0.1
519 - Other information services	9	7	2	0	0	0	0	2	0.6	0.1
522 - Credit intermediation and related	37	10	7	10	10	0	0	18	0.7	0.8
523 -Financial investment and related activities	220	196	20	1	3	0	0	7	0.7	0.4
524 - Insurance carriers and related activities	61	37	15	6	3	0	0	10	0.9	0.7
526 - Funds and other financial vehicles	3	2	1	0	0	0	0	2	0.3	0.1
531 - Real estate	817	756	49	7	3	1	1	11	0.7	1.5
532 - Rental and leasing services	34	16	10	5	2	1	0	13	1.2	1.1
541 - Professional, scientific services	489	311	143	15	12	4	4	13	0.5	1.7
5411 - Legal services	61	33	25	2	1	0	0	5	0.6	0.8
5412 - Accounting, tax preparation, bookkeeping and payroll services	63	35	25	3	0	0	0	4	0.6	0.6
5413 - Architectural, engineering and related	116	64	33	5	7	4	3	25	1.3	2.0
541330 - Engineering services	84	49	22	3	4	3	3	30	1.6	2.3
541340 - Drafting services	5	4	1	0	0	0	0	2	1.4	0.3
541380 - Testing laboratories	10	1	4	2	3	0	0	15	2.6	0.6
541420 - Industrial design services	5	2	3	0	0	0	0	2	1.5	0.5
5414 - Specialized design services	17	13	4	0	0	0	0	2	0.3	0.5
5415 - Computer systems design and related	47	27	17	2	1	0	0	5	0.2	0.8
5416 - Mgmt. scientific & technical	118	96	20	0	2	0	0	6	0.5	1.1
5417 - Scientific R&D services	6	4	0	0	1	0	1	165	0.5	6.7
5418 - Advertising, PR, and related services	13	9	4	0	0	0	0	2	0.3	0.2
5419 - Other professional services	48	30	15	3	0	0	0	6	0.5	0.8
551 - Management of companies and	42	36	2	2	1	0	1	37	0.6	0.7
561 - Administrative and support services	131	63	47	12	5	2	2	16	0.5	0.8
562 - Waste management and remediation	11	1	3	2	3	2	0	28	1.2	1.5

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



Table 9: Sarnia 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	
6112 - Community colleges	1	0	0	0	0	0	0	1	500	0.7	5.6
6114 - Business schools and computer and management training	5	3	1	1	0	0	0	0	9	0.5	1.0
6115 - Technical and trade schools	4	2	2	0	0	0	0	0	7	1.2	0.6
6116 - Other schools and instruction	32	18	10	2	2	0	0	0	10	0.6	0.8
6117 - Educational support services	3	2	1	0	0	0	0	0	2	0.3	0.2
6211 - Offices of physicians	130	50	78	2	0	0	0	0	3	0.8	0.8
6212 - Offices of dentists	66	22	25	15	3	1	0	0	12	1.2	1.6
6213 - Offices of other health practitioners	122	72	42	5	1	1	1	1	9	0.9	1.7
6214 - Out-patient care centres	7	2	0	2	1	1	1	1	127	0.6	3.5
6215 - Medical and diagnostic laboratories	3	2	1	0	0	0	0	0	2	0.3	0.2
6216 - Home health care services	7	4	2	0	0	0	0	1	53	0.9	1.2
6219 - Other ambulatory health care services	5	2	3	0	0	0	0	0	7	1.1	0.5
6221 - General medical and surgical hospitals	2	0	0	0	0	0	0	2	500	1.0	2.1
6223 - Specialty hospitals	1	0	0	0	0	0	1	0	75	2.4	0.5
6231 - Nursing care facilities	5	0	0	0	0	0	1	4	165	1.0	1.7
6233 - Community care facilities for the elderly	3	1	1	0	0	0	0	1	76	0.6	1.0
6239 - Other residential care facilities	9	0	2	5	2	0	0	0	16	1.3	0.8
6241 - Individual and family services	28	14	11	0	2	0	0	1	30	1.3	1.1
6242 - Community food and housing, and emergency and other relief services	2	1	0	0	1	0	0	0	30	0.7	1.2
6243 - Vocational rehabilitation services	6	1	1	3	0	0	0	1	70	1.3	2.9
9122 - Provincial labour and employment services	1	0	0	1	0	0	0	0	15	8.2	0.2
9131 - Municipal protective services	1	0	1	0	0	0	0	0	2	1.8	0.0
9139 - Other local, municipal and regional public administration	2	1	0	0	0	0	0	1	300	0.6	2.4

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



Table 10: Sarnia 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	
711111 - Theatre (except musical) companies	1	1	0	0	0	0	0	n/a	0.4	n/a	
711112 - Musical theatre and opera companies	1	1	0	0	0	0	0	n/a	1.3	n/a	
711120 - Dance companies	1	1	0	0	0	0	0	n/a	0.5	n/a	
711130 - Musical groups and artists	7	7	0	0	0	0	0	n/a	0.5	n/a	
711211 - Sports teams and clubs	3	2	0	0	1	0	0	30	3.4	0.5	
711213 - Horse race tracks	5	3	1	0	1	0	0	16	1.8	1.0	
711218 - Other spectator sports	2	2	0	0	0	0	0	n/a	2.3	n/a	
711311 - Live theatres and other performing arts presenters with facilities	2	0	2	0	0	0	0	5	2.6	0.1	
711319 - Sports stadiums and other presenters with facilities	1	0	1	0	0	0	0	2	1.2	0.0	
711321 - Performing arts promoters (presenters) without facilities	2	2	0	0	0	0	0	n/a	1.0	n/a	
711322 - Festivals without facilities	3	3	0	0	0	0	0	n/a	1.6	n/a	
712115 - History and science museums	3	2	1	0	0	0	0	2	8.9	0.0	
713120 - Amusement arcades	1	1	0	0	0	0	0	n/a	1.1	n/a	
713299 - All other gambling industries	2	1	1	0	0	0	0	2	2.4	0.1	
713910 - Golf courses and country clubs	7	2	1	2	1	1	0	28	1.5	0.6	
713930 - Marinas	3	1	1	0	1	0	0	16	1.3	1.7	
713940 - Fitness and recreational sports	15	6	4	2	3	0	0	15	1.0	0.8	
713950 - Bowling centres	2	1	0	1	0	0	0	15	1.9	1.1	
713990 - All other amusement and recreation	7	7	0	0	0	0	0	n/a	0.6	n/a	
721111 - Hotels	5	1	4	0	0	0	0	5	0.8	0.1	
721112 - Motor hotels	1	0	0	0	1	0	0	30	1.0	1.4	
721113 - Resorts	0	0	0	0	0	0	0	n/a	-	n/a	
721114 - Motels	5	0	5	0	0	0	0	3	1.2	0.3	
721191 - Bed and breakfast	1	0	1	0	0	0	0	2	0.3	0.4	
722310 - Food service contractors	5	0	2	3	0	0	0	12	0.8	0.6	
722320 - Caterers	7	4	1	0	2	0	0	21	0.6	1.2	
722330 - Mobile food services	4	1	1	1	1	0	0	16	1.0	2.5	
722410 - Drinking places (alcoholic beverages)	17	9	4	0	4	0	0	18	2.7	1.1	
722511 - Full-service restaurants	89	16	22	20	26	5	0	22	1.0	1.1	
722512 - Limited-service eating places	87	14	27	18	22	6	0	21	1.0	1.2	

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



Table 11: Sarnia 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	
8111 - Automotive repair and maintenance	72	27	33	9	2	0	1	10	0.8	1.9	
8112 - Electronic and precision equipment repair and maintenance	8	7	1	0	0	0	0	2	0.8	0.2	
8113 - Commercial and industrial machinery and equipment (except automotive and electronic) repair and maintenance	24	6	5	6	5	2	0	23	1.4	2.3	
8114 - Personal and household goods repair and maintenance	30	18	11	1	0	0	0	5	1.1	1.0	
8121 - Personal care services	76	39	29	8	0	0	0	7	0.9	1.2	
8122 - Funeral services	6	0	2	4	0	0	0	12	1.3	0.9	
8123 - Dry cleaning and laundry services	6	3	3	0	0	0	0	4	0.4	0.4	
8129 - Other personal services	29	18	9	1	1	0	0	8	0.8	1.0	
8131 - Religious organizations	42	5	34	2	0	0	1	12	1.2	1.7	
8132 - Grant-making and giving services	18	11	5	1	1	0	0	9	1.1	0.7	
8133 - Social advocacy organizations	7	3	3	1	0	0	0	8	1.2	0.5	
8134 - Civic and social organizations	29	19	9	1	0	0	0	5	1.3	0.3	
8139 - Business, professional, labour and other membership organizations	41	17	16	4	4	0	0	10	0.6	0.9	

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.