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Petrolia

Town of Petrolia Demographic and Industrial Profile

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Petrolia: Summary Demographic Profile

The Town of Petrolia has a population of just over 5,700 people. Between 2011 and 2016, the population increased by 3.9 per cent making was the fastest municipality in Lambton County. The average age of 42.8 is below the County level but higher than both the Province and the Country as a whole. Population density per square kilometre is significant at 453, the second most densely populated municipality in Lambton County. Table 1 provides the summary demographic information for 2016.

Table 1: Summary demographic profile for Petrolia

	Petrolia	Lambton County	Ontario	Canada
Population, 2016	5,742	126,638	13,448,494	35,151,728
Population, 2011	5,528	126,199	12,851,821	33,476,688
Population percentage change, 2011 to 2016	3.9	0.3	4.6	5
Population density per square kilometre	452.8	42.2	14.8	3.9
Population by age group				
0 to 14 years	18%	15%	16%	17%
15 to 24 years	11%	11%	13%	12%
25 to 44 years	24%	22%	26%	26%
45 to 64 years	26%	30%	28%	28%
65+	21%	22%	17%	17%
Average age	42.8	43.9	41	41
Average household size (persons)	2.4	2.3	2.6	2.4

Source: Statistics Canada 2016 Census.

Table 2 shows the income profile for the residents of Petrolia. This is taken from tax filer data for 2014 and reflects the amounts people claim on their tax forms. On average, people in Petrolia earn slightly more than their counterparts across Ontario. Average employment income is six per cent below the provincial level but that is made up for by a four percent average pension income premium (public and private pensions).

Petrolia has a higher share of adults claiming pension income. When looking at the ratio of pensioners to employment income earners, there are 27 per cent more pensioners in Petrolia compared to the Province as a whole. Average investment income is considerably lower than the provincial average.

Petrolia has a slightly higher percentage of people claiming self-employment income. At the same time, the average self-employment income is 31 per cent below average.

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

	<u>Petrolia</u>	<u>Ontario</u>	<u>Variance</u>
Average income from all sources	\$48,337	\$46,898	+3%
Average employment income	\$44,535	\$47,169	-6%
Average self-employment income	\$12,688	\$18,491	-31%
<i>Share of total employment income earners</i>	20%	17%	
Average pension income	\$26,233	\$25,204	+4%
<i>Ratio of pensioners to employment income earners</i>	0.55	0.43	+27%
Average investment income	\$9,250	\$11,965	-23%
<i>Share of total income earners declaring investment income</i>	38%	34%	

Source: CRA Taxfiler data (2014).

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

From the NHS, the median cost of dwellings (housing) was \$180,000 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 Petrolia was 37 per cent below the provincial level.

Overall average personal income in Petrolia was 13 per cent below both the Ontario level. Petrolia is more reliant on retirement income when compared to the Province and the Country as a whole. Median family income was slightly below the provincial level but higher than the national level in 2011.

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

	<u>Petrolia</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	13.1	13.4	20.9	18.5
Median monthly shelter costs for owned dwellings (\$)	\$773	\$757	\$1,163	\$978
Median value of dwellings (\$)	\$180,000	\$180,165	\$300,862	\$280,552
Average personal income \$	\$36,868	\$41,241	\$42,264	\$40,650
Employment income %	67	67.7	74.8	74.7
Wages and salaries %	64.7	64.3	70.1	70.3
Self-employment income %	2.3	3.4	4.6	4.4
Investment income %	2.6	4.1	4.2	4.6
Retirement pensions, superannuation and annuities %	11.8	10.9	7	6.7
Canada/Quebec Pension Plan benefits %	5	4.5	3.4	3.5
Old Age Security pensions and Guaranteed Income Supplement %	4.2	3.7	2.8	3.1
Median family income \$	\$79,150	\$77,637	\$80,987	\$76,511

Source: Statistics Canada 2011 National Household Survey.



Petrolia Industrial Profile: Introduction

The following industrial profile is taken from two sources. The data on firms in Petrolia was supplied by the Town and represents the 2016 database of active businesses in the community. The business directory includes NAICS classification, employment level and other pertinent data. The Ontario data used for benchmarking data comes from Statistics Canada's Canadian Business Patterns database which provides information on the establishments by detailed industry (NAICS) and employment size. It is important to point out that these are two separate sources and therefore the comparisons should be viewed with caution. For example, the Statistics Canada data contains considerably more firms with no formal employment compared to the Petrolia business directory.

The industry profiles below provide a summary of the key sectors and the number of firms by employment size. In addition, the economic structure in Petrolia 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 48 businesses in Petrolia active in the retail trade sector (NAICS 44-45). Compared to Ontario, there are slightly more retail businesses (adjusted for population size) in Petrolia but the average size of a retail business is much smaller (60 per cent smaller displayed as 0.4 in the table). Again, this comparison should be viewed with some caution due to the different primary sources.

The data is presented at a detailed sector level to help provide an initial assessment of areas in which the Petrolia 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 Petrolia economic profile to the province as a whole by firm concentration and average firm size.

Summary findings:

- Petrolia is home to 14 manufacturing firms including one with 600 employees.
- The Town has a relatively large retail trade sector with 48 firms and 242 workers. There are five firms in the automotive retail sector, three florists, three department stores/general merchandise stores, and five used merchandise stores.
- Petrolia has four firms in freight trucking with 56 employees.
- There are six firms in NAICS 54121 - Accounting, tax preparation, bookkeeping and payroll services and three in NAICS 54151 - Computer systems design and related services.
- Health care is the second largest sector by employment with nearly 600 workers. NAICS 623312 - Homes for the Elderly is the largest employer with over 350 workers.
- There are 13 restaurants in Petrolia; an above average amount compared to the Province and adjusted for population size.



Table 3: Petrolia Industrial Profile: Summary

Firms by employment size/concentration compared to Ontario

Industry:	Total	Without employees	employment Total	Avg. emp. per location	1.0 = Average Compared to ONT	
					# Firms	Avg.size
Total	234	69	2582	16	0.4	1.1
11 - Agriculture, forestry, fishing and hunting	11	3	112	14	0.6	1.4
21 - Mining, quarrying, and oil and gas extraction	3	0	7	2	3.6	0.1
22 - Utilities	2	0	31	16	1.7	0.4
23 - Construction	19	10	67	7	0.3	0.8
31-33 - Manufacturing	14	3	751	68	0.9	2.2
41 - Wholesale trade	3	1	54	27	0.2	1.6
44-45 - Retail trade	48	13	242	7	1.2	0.4
48-49 - Transportation and warehousing	9	0	165	18	0.3	1.9
51 - Information and cultural industries	1	0	3	3	0.1	0.1
52 - Finance and insurance	9	0	86	10	0.2	0.5
53 - Real estate and rental and leasing	9	3	35	6	0.1	0.7
54 - Professional, scientific and technical services	23	6	48	3	0.3	0.4
55 - Management of companies and enterprises	0	0	0	n/a	0.0	n/a
56 - Administrative and support, waste management	4	0	35	9	0.2	0.4
61 - Educational services	2	2	0	n/a	0.3	n/a
62 - Health care and social assistance	21	6	585	39	0.5	2.8
71 - Arts, entertainment and recreation	7	4	34	11	0.8	0.5
72 - Accommodation and food services	19	7	108	9	1.0	0.5
81 - Other services (except public administration)	24	7	59	3	0.7	0.5
91 - Public administration	2	2	0	n/a	3.1	n/a

Source: Statistics Canada Canadian Business Patterns (December