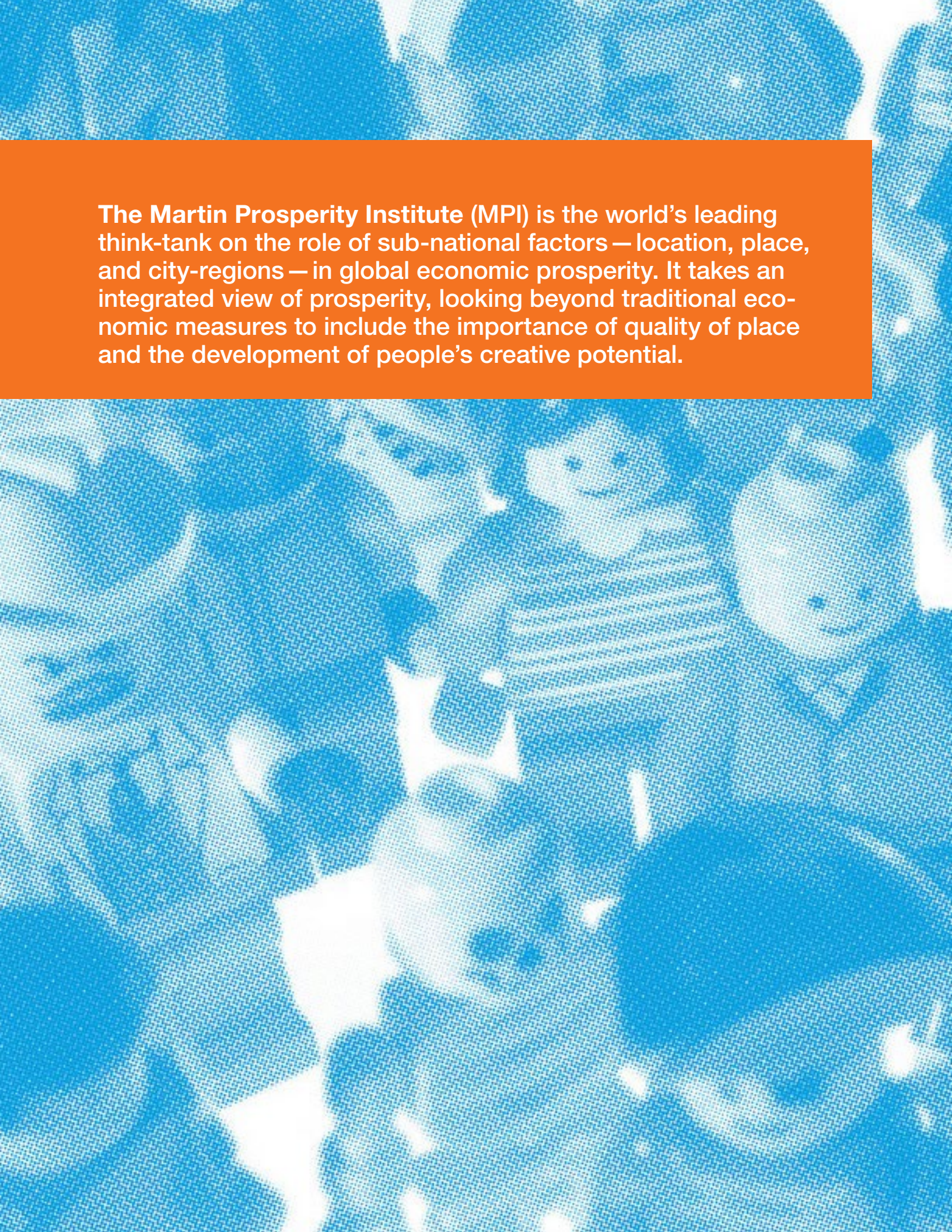


# Who Works Where in Peterborough: Part 2

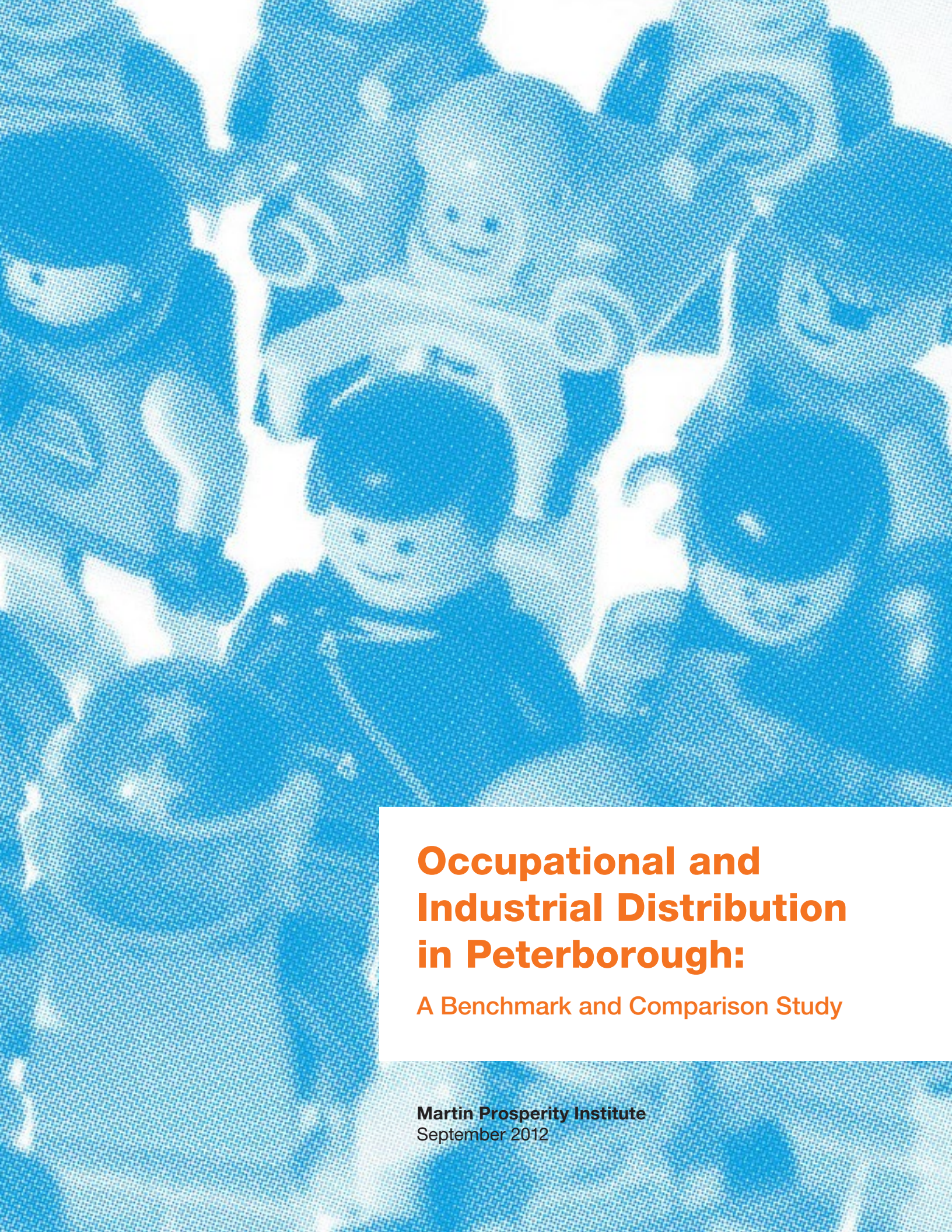
MARTIN  
**Prosperity***Institute*





**The Martin Prosperity Institute (MPI)** is the world's leading think-tank on the role of sub-national factors — location, place, and city-regions — in global economic prosperity. It takes an integrated view of prosperity, looking beyond traditional economic measures to include the importance of quality of place and the development of people's creative potential.





# **Occupational and Industrial Distribution in Peterborough:**

**A Benchmark and Comparison Study**

**Martin Prosperity Institute**  
September 2012







## INTRODUCTION

The following analysis provides an examination of the industrial sectors that are present in Peterborough in comparison to the Canadian and United States benchmarks. The first section highlights the top industrial sectors by number of employed in Peterborough by the 2-digit and 3-digit North American Industrial Classification System<sup>1</sup> (NAICS) and compares these employment numbers to the benchmarks. The second section compares the top industrial sectors of employment by location quotients<sup>2</sup> between Peterborough and the Canadian benchmarks with the province of Ontario as its base. The third section examines industry establishment clusters at the three digit NAICS level. The fourth section compares Peterborough and the Canadian and United States benchmarks by the number of establishment counts in the top industry sectors. The fifth section examines the location of industries in Peterborough by 2-digit NAICS at the dissemination area (DA) level between 2007 and 2011.

## DATA

The analysis for Canada is drawn from Statistic Canada's 2006 Census of Canada, Business Register and Canadian Business Patterns<sup>3</sup>. The employment by industrial sector uses data drawn from the 2006 Census of Canada<sup>a,b</sup>. The 2006 Census of Canada is used as it is the most comprehensive data on industry by employment available at the time of the report. While the 2011 Census of Canada has been conducted this data is not yet available for analysis. Here, the industry data is classified by the North American Industry Classification System (NAICS) 2002. Information on the establishment counts by census metropolitan area (CMA) between 2006 and 2011 in Canada were calculated from Statistics Canada's Canadian Business Patterns<sup>c</sup> as well as the Business Register<sup>d</sup> which provides information on the number of establishments by geography and industry<sup>e</sup>. Establishment count by 2-digit NAICS at the dissemination area (DA) level of Peterborough between 2007 and 2011<sup>f</sup> were derived from Statistic Canada's Business Registry<sup>g</sup>.

Both the employment by industry as well as establishment counts used for the analysis for the United States is drawn from the United States Census Bureau County Business Patterns data set<sup>h</sup>.

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1 The United States does not have code 91 which is public administration. For a number of industries by 3-digit NAICS, an exact number of employees were not provided, rather the ranges were provided. For example the if the range was x to y employees the number of employees was calculated the following way =  $0.10 \cdot (y + 1) + x$ .

2 Location quotient is the ratio of the CMA share of employment activity in a particular industry to the provincial share of employment in the same industry.

3 Statistics Canada Canadian Business Patterns data is drawn from the Business Register.



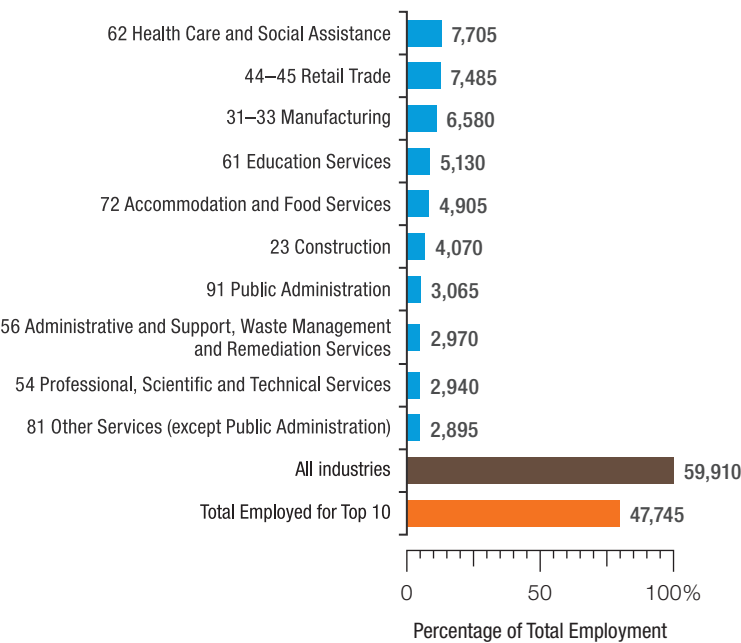
# INDUSTRY SECTORS BY EMPLOYMENT 2006

## Top Ten Industry Sectors by Employment 2006 - Peterborough

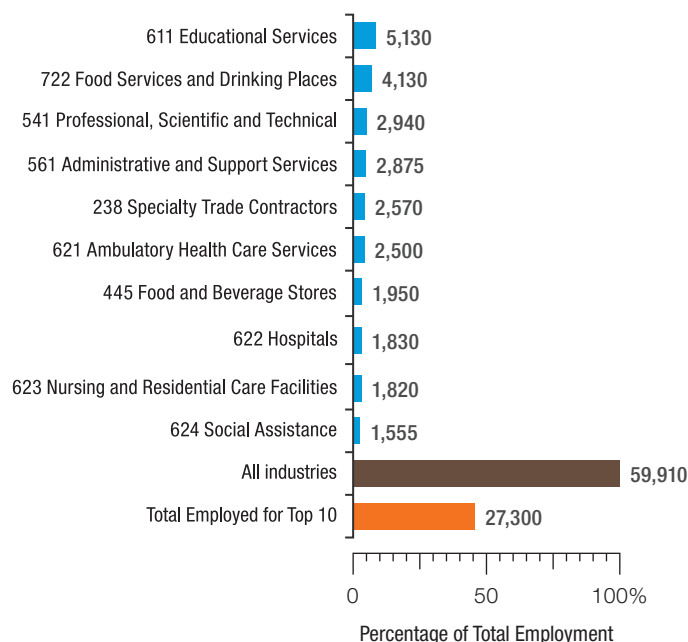
The top ten industrial sectors by number of employed in Peterborough by 2-digit NAICS<sup>i</sup> codes captures close to 80 percent (47,745) of those employed (**Exhibit 2.1**). The health care and social assistance industry sector is the top employer with 7,705 (12.86%) of those employed, followed closely by retail trade (7,485 or 12.49%) and manufacturing (6,580 or 10.98%). The last on the top ten list is the other services industry sector which has almost five percent of those employed (2,895). Examining the top ten industries at a finer detail using the 3-digit NAICS codes captures 27,300 (45.57 percent) of those employed (**Exhibit 2.2**). This less aggregated coding highlights the importance of examination at a finer detail. The top industry sector is educational services (5,130 or 8.56 percent), followed by food services and drinking places (4,130 or 6.89%) and professional, scientific and technical services (2,940 or 4.91%). Health care and social assistance industries comprise four of the top ten 3-digit industries: ambulatory health care services; hospitals; nursing and residential care facilities; and social assistance. However, the manufacturing industries while a top three industry sector based on 2-digit codes is not present in the top of the more detailed lists.

Peterborough top ten industry sectors by employment (2-digit NAICS), 2006

Exhibit 2.1







### Top Ten Industry Sectors by Employment 2006 – Canadian Benchmarks

In comparison to Peterborough, Ontario is less concentrated in the top ten 2-digit industry sectors (75.95% versus 79.69%) with nine of the same industry sectors with the exception of finance and insurance (**Exhibit 2.3**). In addition, Peterborough is more concentrated than Ontario when compared to the top 5 and top 2 industry sectors (53.09% and 25.35% versus 48.95% and 25.02%). This indicates that Peterborough is less industrially diverse than Ontario (**Exhibit 2.4**). Kingston, ON has the largest proportion employed within the top ten 2-digit industry sectors (84.25%) while Sudbury, ON has the lowest (78.56%). Although Peterborough is less industrially diverse at the top ten and top five industry sectors than Ontario, most of its Canadian peers are less diverse than Peterborough with the exceptions of Barrie, ON and Sudbury, ON.

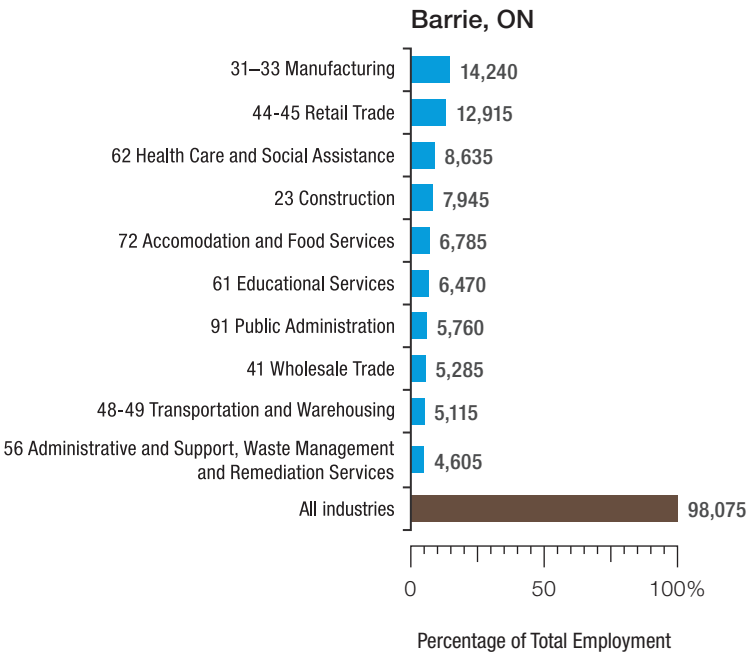
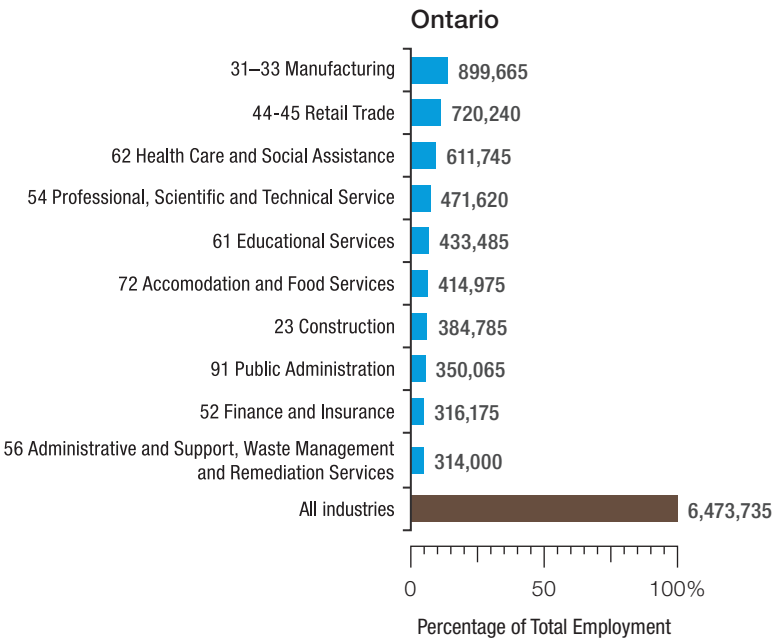
In Ontario, the top industry sector is manufacturing (13.90%) followed by retail trade (11.13%) and health care and social assistance (9.45%). Similar to Peterborough, Kingston, ON and Thunder Bay, ON have the health care and social assistance industry sector as their top industry sector. However, Kingston, ON and Thunder Bay, ON have a higher proportion employed than Peterborough (14.29% and 14.94% respectively compared to 12.86%). Barrie, ON, Brantford, ON and Guelph, ON have manufacturing as their top industry with Brantford, ON and Guelph, ON with over 20 per cent employed in this sector. Peterborough's retail trade industry sector employs a similar proportion to the Canadian benchmarks with the exception of Brantford, ON and Guelph, ON who employ a smaller proportion. With the exception of Kingston, ON, Peterborough has a similar or larger



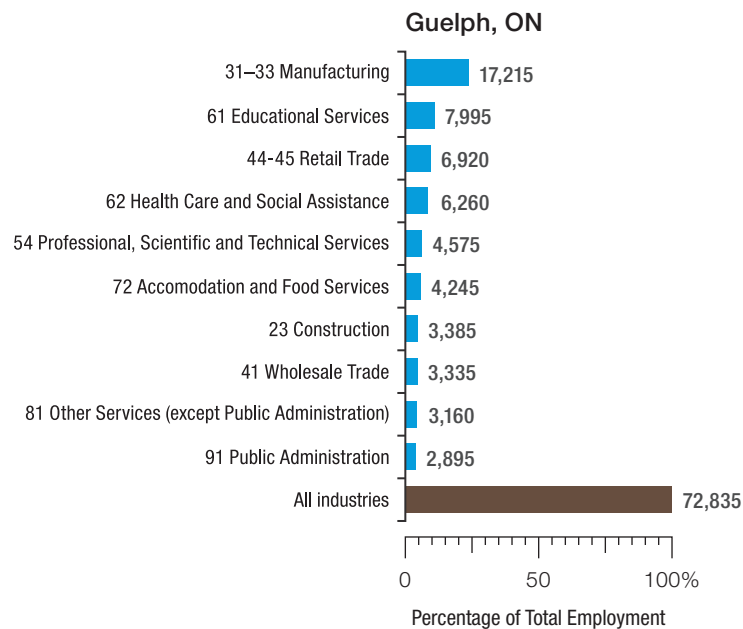
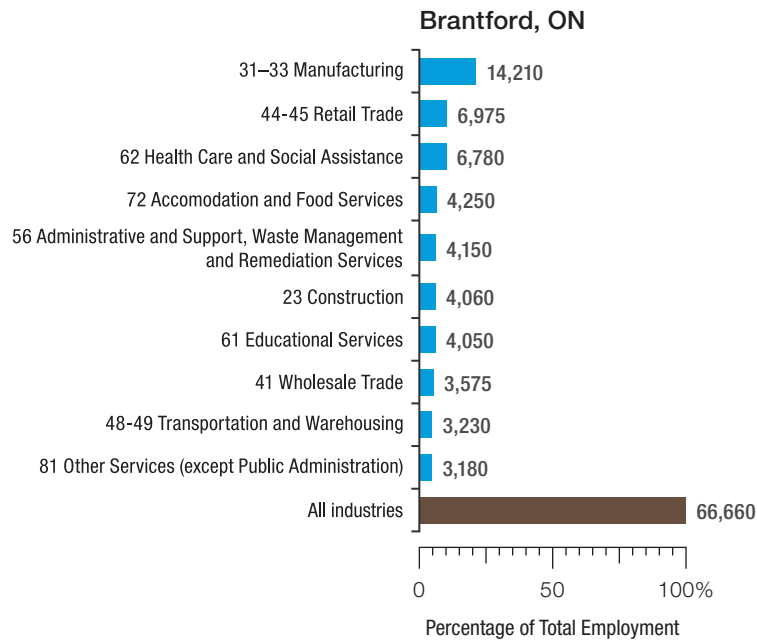
proportion employed in educational services than the other Canadian benchmarks. Although Peterborough only has a small proportion employed in the professional, scientific and technical services industry sector (4.91%) it has a larger proportion than all the other benchmarks with the exception of Guelph, ON.

Canadian benchmarks top ten industry sectors by employment (2-digit NAICS), 2006

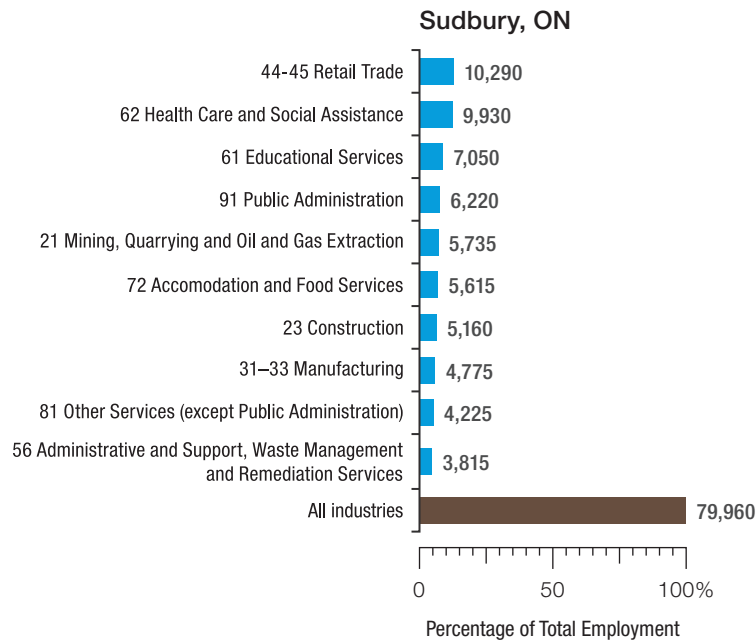
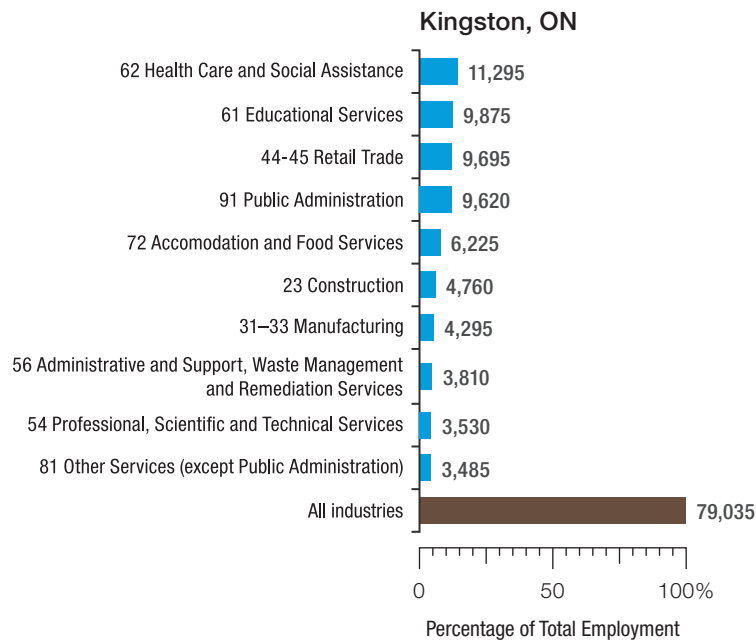
Exhibit 2.3.1



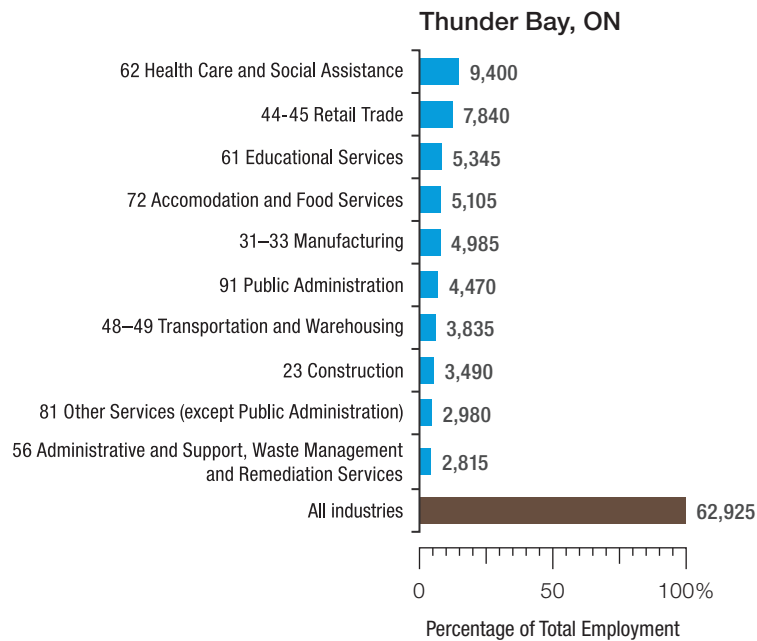




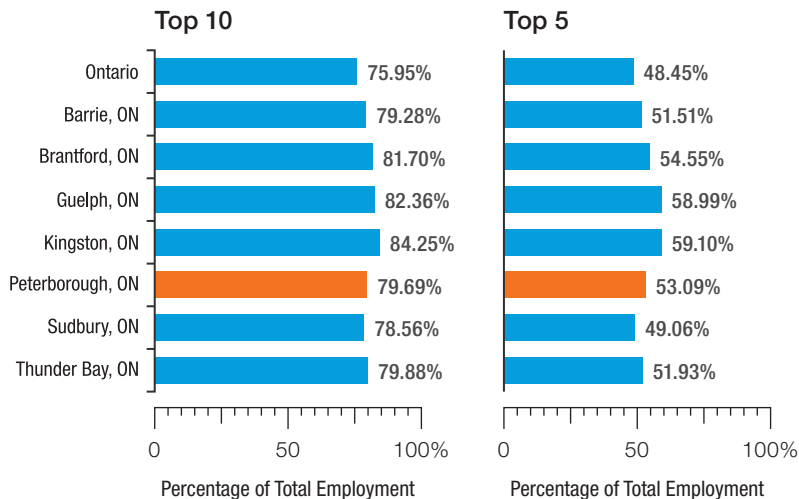








Canadian benchmarks top ten and five industry sectors by employment concentrations (2-digit NAICS), 2006

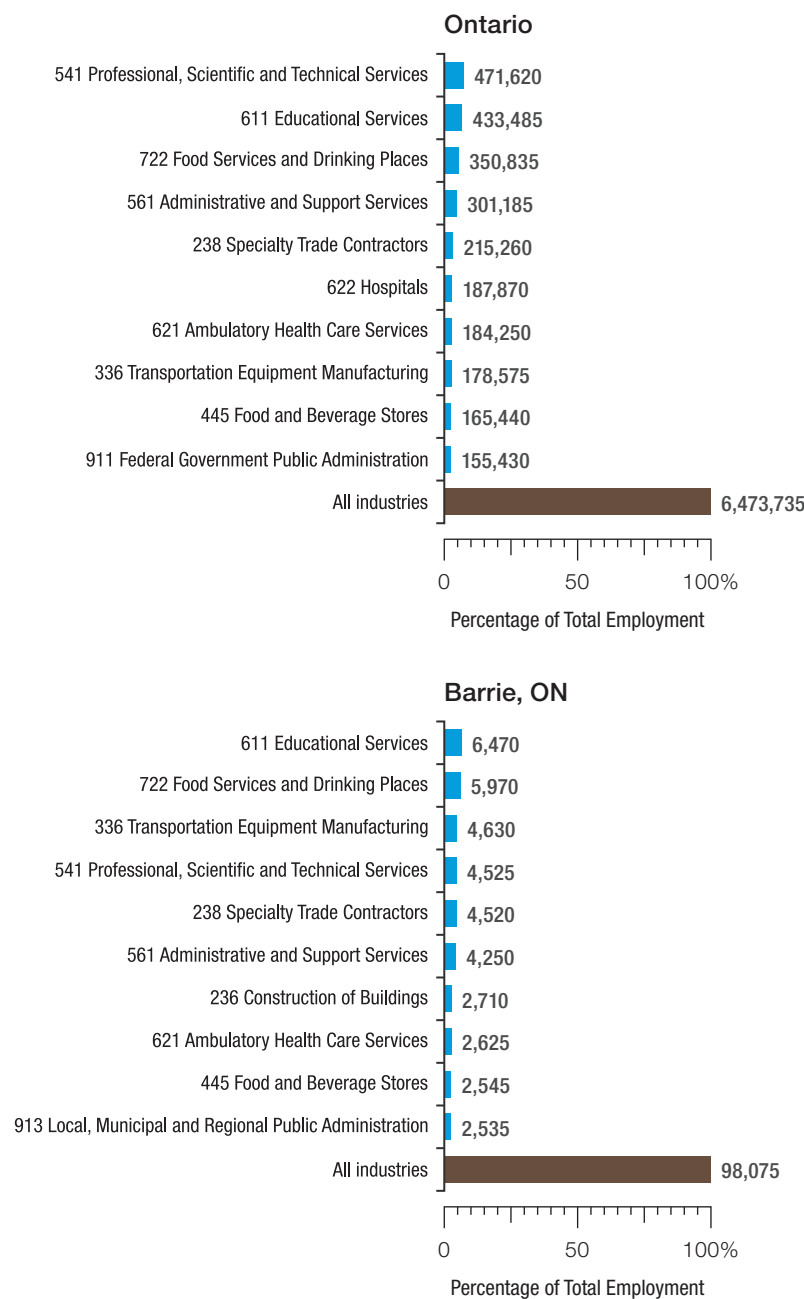




Examination of the top ten 3-digit NAICS industry sectors finds two differences with Ontario including transportation equipment manufacturing; and federal government public administration while Peterborough had nursing and residential care facilities; and social assistance (**Exhibit 2.5**). Across all Canadian benchmarks education services are the top industry sector with Peterborough's proportion (8.56%) lower than Guelph, ON (10.98%) and Kingston, ON (12.49%), however, higher than Barrie, ON (6.60%) and Brantford, ON (6.08%). While the food services and drinking places industry sec-

Canadian benchmarks top ten industry sectors by employment (3-digit NAICS), 2006

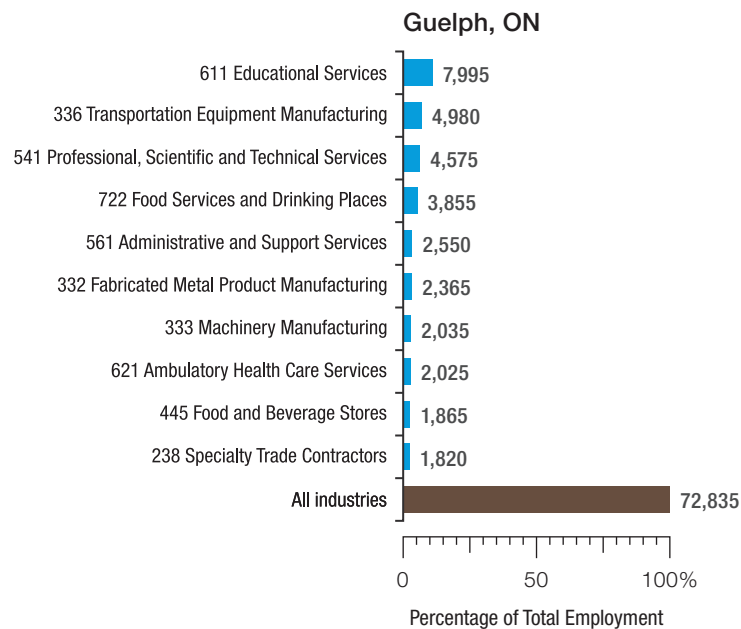
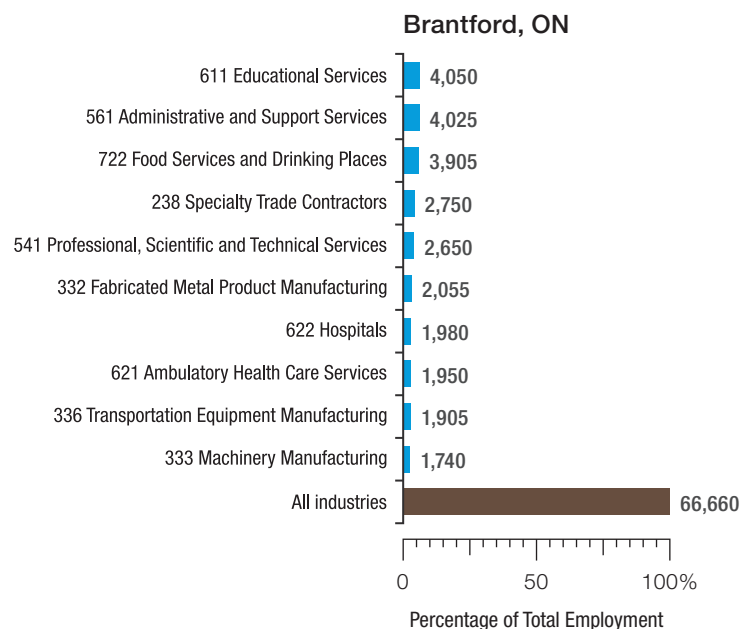
Exhibit 2.5.1



tor is the second largest proportion for Peterborough (6.89%) it is the highest proportion among all Canadian benchmarks. While Peterborough has less than five percent employed in the professional, scientific and technical services industry sector it is the highest proportion among the Canadian benchmarks with the exception of Guelph, ON (6.28%). The benchmarks of Barrie, ON, Brantford, ON, Guelph, ON and Thunder Bay, ON each have one manufacturing industry sector among their top ten which differs from Peterborough. Among the top ten 3-digit industry sectors, Peterborough is the

Canadian benchmarks top ten industry sectors by employment (3-digit NAICS), 2006, (cont.)

Exhibit 2.5.2

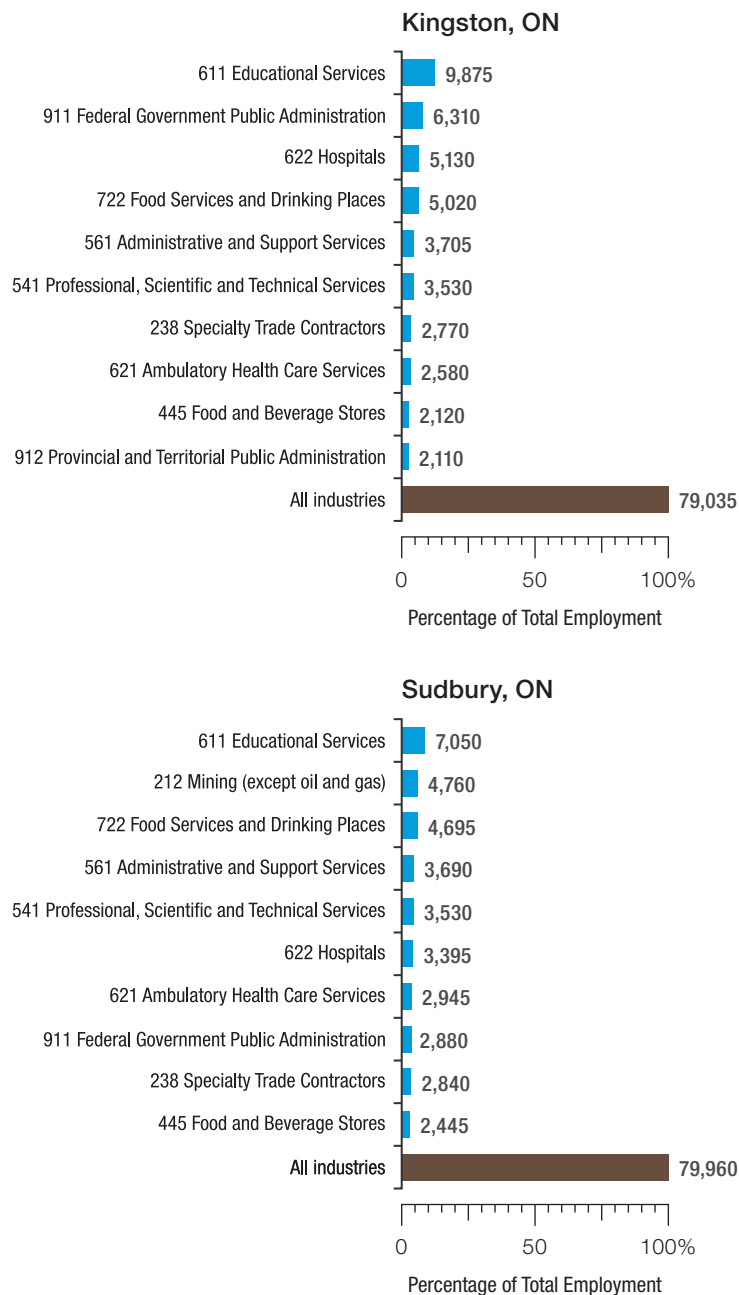




only CMA which has the social assistance industry sector. The proportion employed in the social assistance industry sector is similar to Thunder Bay, ON (2.69%) and higher than the other Canadian benchmarks. Peterborough and Thunder Bay, ON are the only two which have nursing and residential care facilities in their top ten with 3.04 and 3.42 percent employed.

Canadian benchmarks top ten industry sectors by employment (3-digit NAICS), 2006, (cont.)

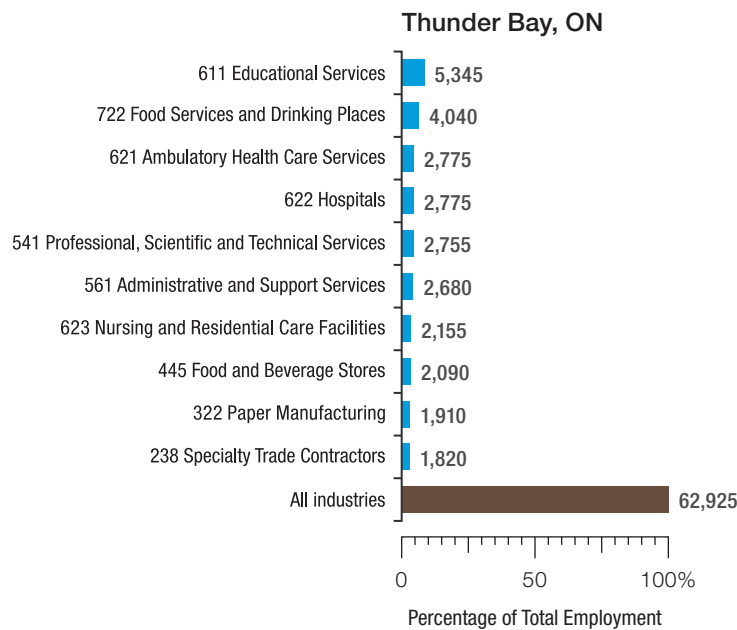
Exhibit 2.5.3



Peterborough is less industrially diverse than Ontario with its top ten and top five 3-digit industry sectors comprising 45.57 and 29.45 percent versus 40.84 and 27.38 percent respectively (**Exhibit 2.6**). At the top ten and five industry level concentrations, Peterborough is in the middle of its Canadian peers. Kingston, ON is the least diverse (54.60% and 38.01%) while Brantford, ON is the most diverse (40.52% and 26.07%).

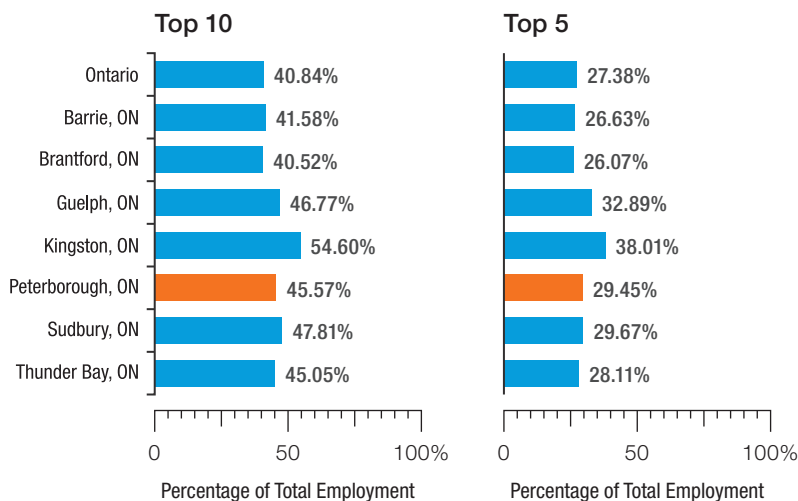
Canadian benchmarks top ten industry sectors by employment (3-digit NAICS), 2006, (cont.)

Exhibit 2.5.4



Canadian benchmarks top ten and five industry sectors by employment concentrations (3-digit NAICS), 2006

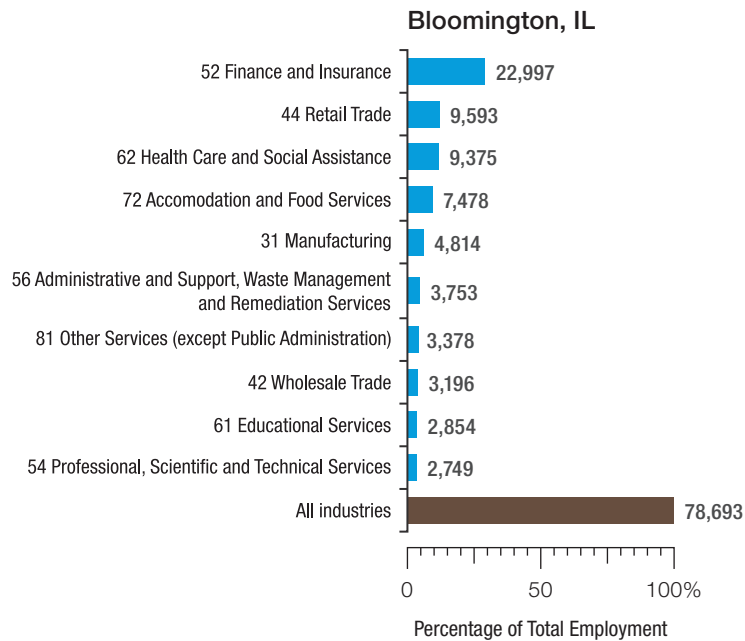
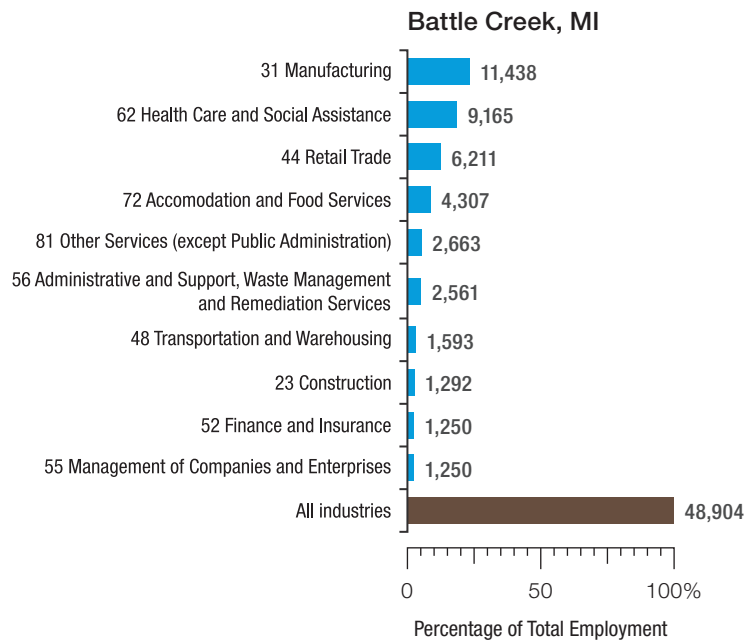
Exhibit 2.6



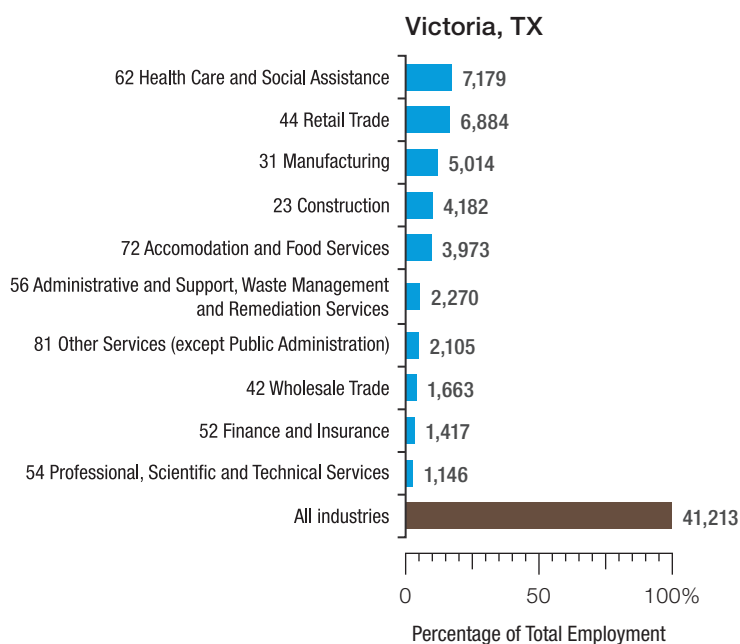
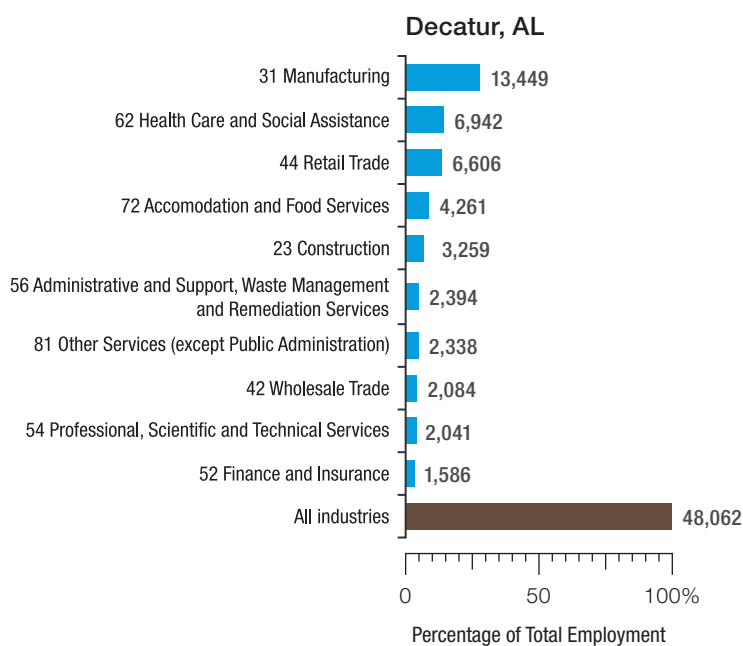


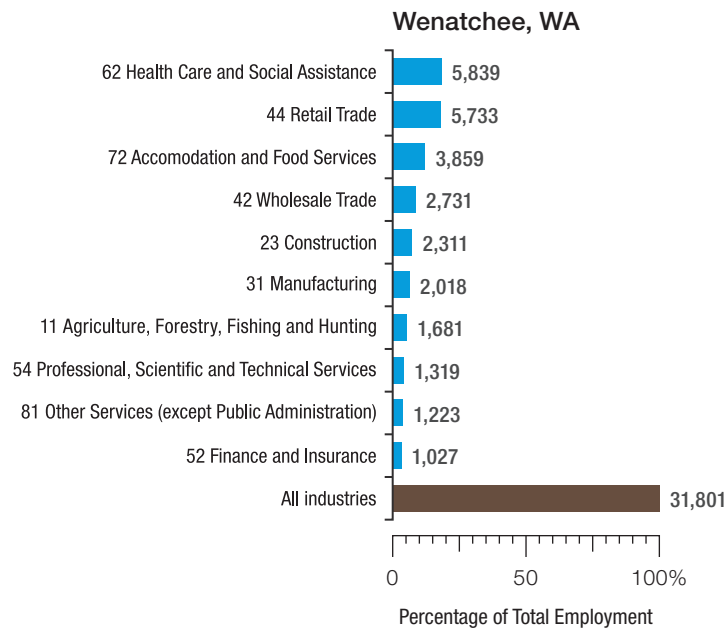
### Top Ten Industry Sectors by Employment 2006 – United States Benchmarks

In comparison to the benchmarks in the United States, similar to Peterborough, Victoria, TX and Wenatchee, WA have healthcare and social assistance; and retail trade as their top two industry sectors by 2-digits NAICS (**Exhibit 2.7**). Although Peterborough has its largest proportion employed in the health care and social assistance industry sector with the exception of Bloomington, IL it has a lower proportion than all of the other United States benchmarks. Battle Creek, MI and Decatur, AL have their largest proportion employed in the manufacturing sector (23.39% and 27.98% respectively) while in comparison Peterborough employs a much smaller proportion (10.98%). Peterborough has 8.56 percent employed in educational services; however, only Bloomington, IL has education services within its top ten (3.63%) and all other United States benchmarks have much smaller proportion employed.



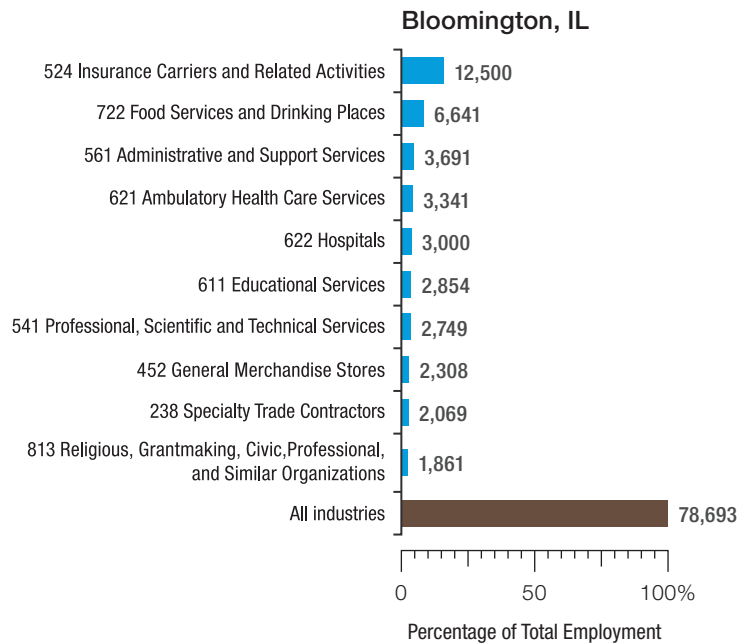
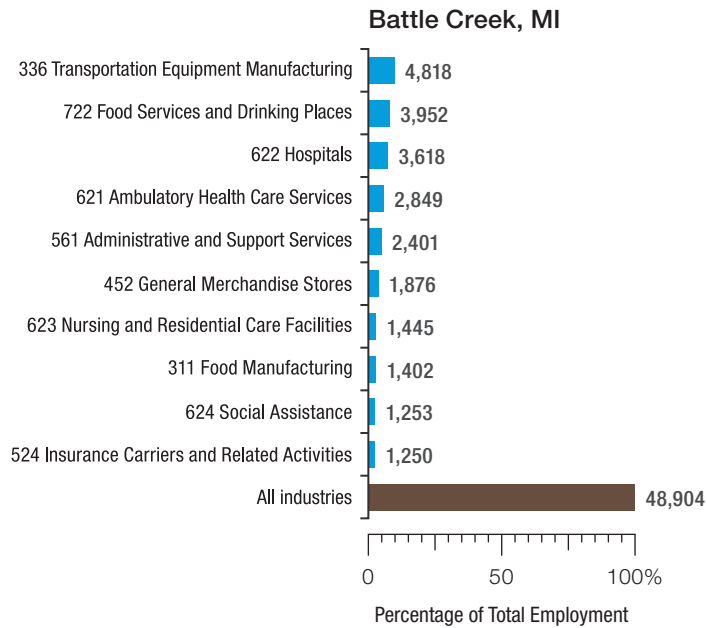


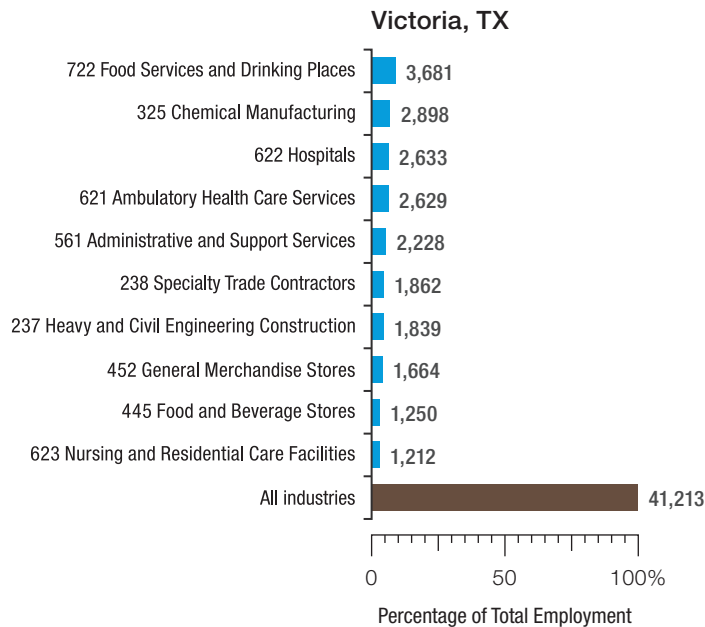
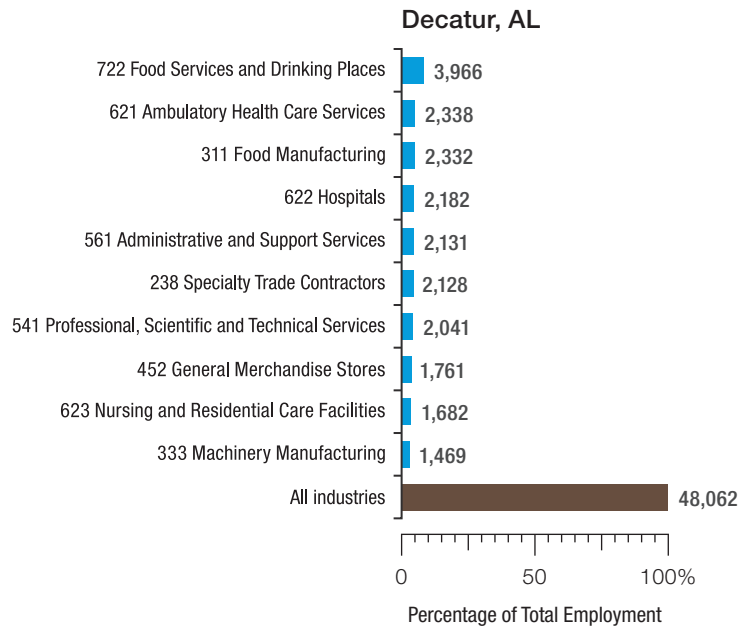


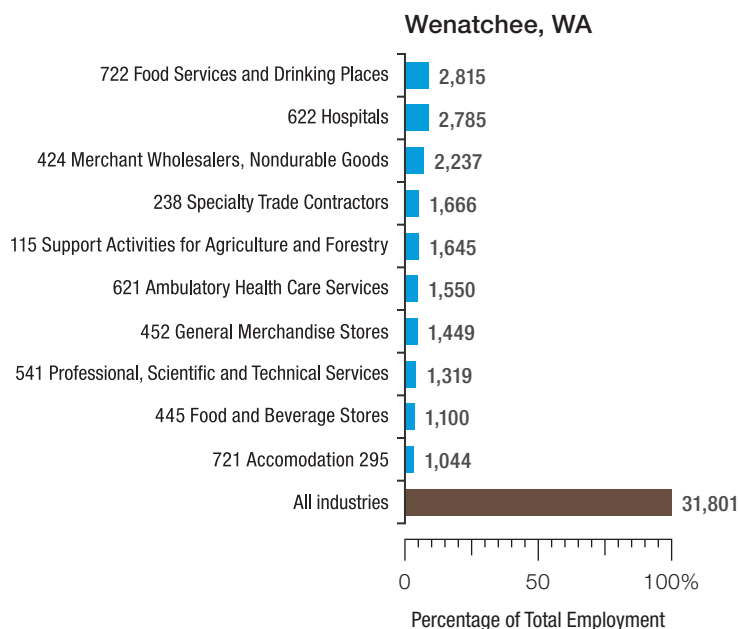


When comparing the top 3-digit NAICS industry sectors to the benchmarks in the United States, Decatur, AL, Victoria, TX and Wenatchee, WA have food services and drinking places as their top industry sector with 8 to 9 percent of employment in this industry while Peterborough has almost 7 percent (**Exhibit 2.8**). Peterborough's top industry sector educational services does not appear on any of the top ten industry sectors of the United States benchmarks. Professional, scientific and technical services is third for Peterborough (4.91%); however, this industry sector employs a much smaller proportion in the benchmarks. There are large differences in the major industrial employers among the benchmarks as Bloomington, IL has a large proportion employed in the insurance carriers and related activities industry sector and Battle Creek, MI has a large proportion employed in the transportation equipment manufacturing industry sector unlike other United States benchmarks.







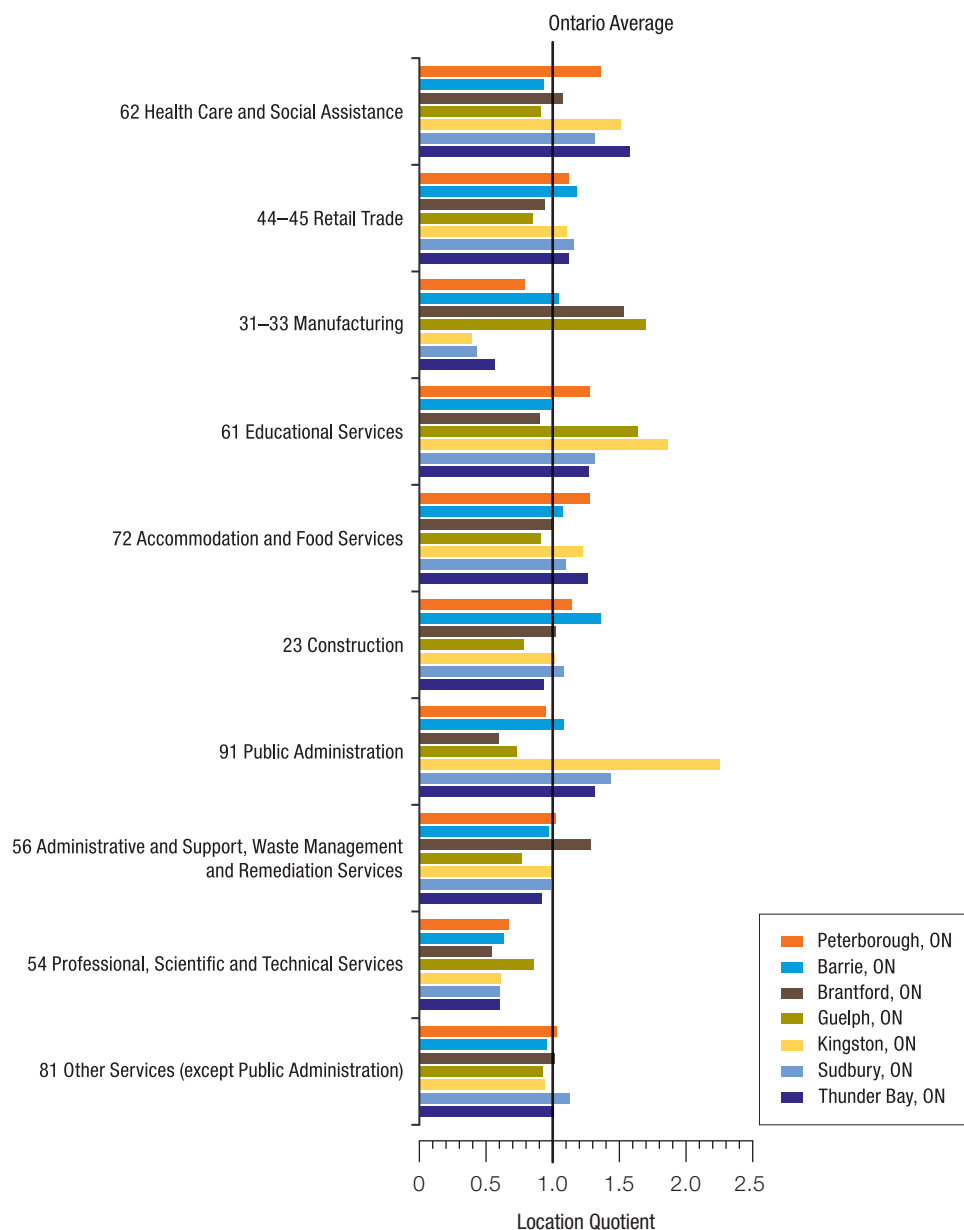


### Location Quotients of Top Ten Industry Sectors by Employment 2006 – Peterborough and Canadian Benchmarks

Using the province of Ontario as the base, location quotients are used to estimate whether the employment proportions of the top ten industry sectors of Peterborough and its Canadian benchmarks are as expected. A location quotient larger than 1 can be interpreted that Peterborough has a larger proportion employed in a particular industry sector than the Ontario average while a location quotient less than 1 can be interpreted that Peterborough has a smaller proportion employed than the Ontario average.

Examination at the 2-digit NAICS code finds five of the industry sectors in Peterborough: health care and social assistance; retail trade; educational services; accommodation and food services; and construction, have a larger proportion employed than would be as expected when compared to the Ontario (**Exhibits 2.9 and 2.10**). The three industry sectors: public administration; administrative and support, waste management and remediation services, and other services, have similar proportions employed to the Ontario average. Peterborough's manufacturing and professional, scientific and technical services employ a smaller share than the Ontario average. Similar to Peterborough, Kingston, ON, Sudbury, ON and Thunder Bay, ON have higher location quotients in health care and social assistance with Thunder Bay, ON the highest (1.58). While Peterborough has its lowest location quotient in professional, scientific and technical services industry sector (0.67), only Guelph, ON has a higher location quotient (0.86).

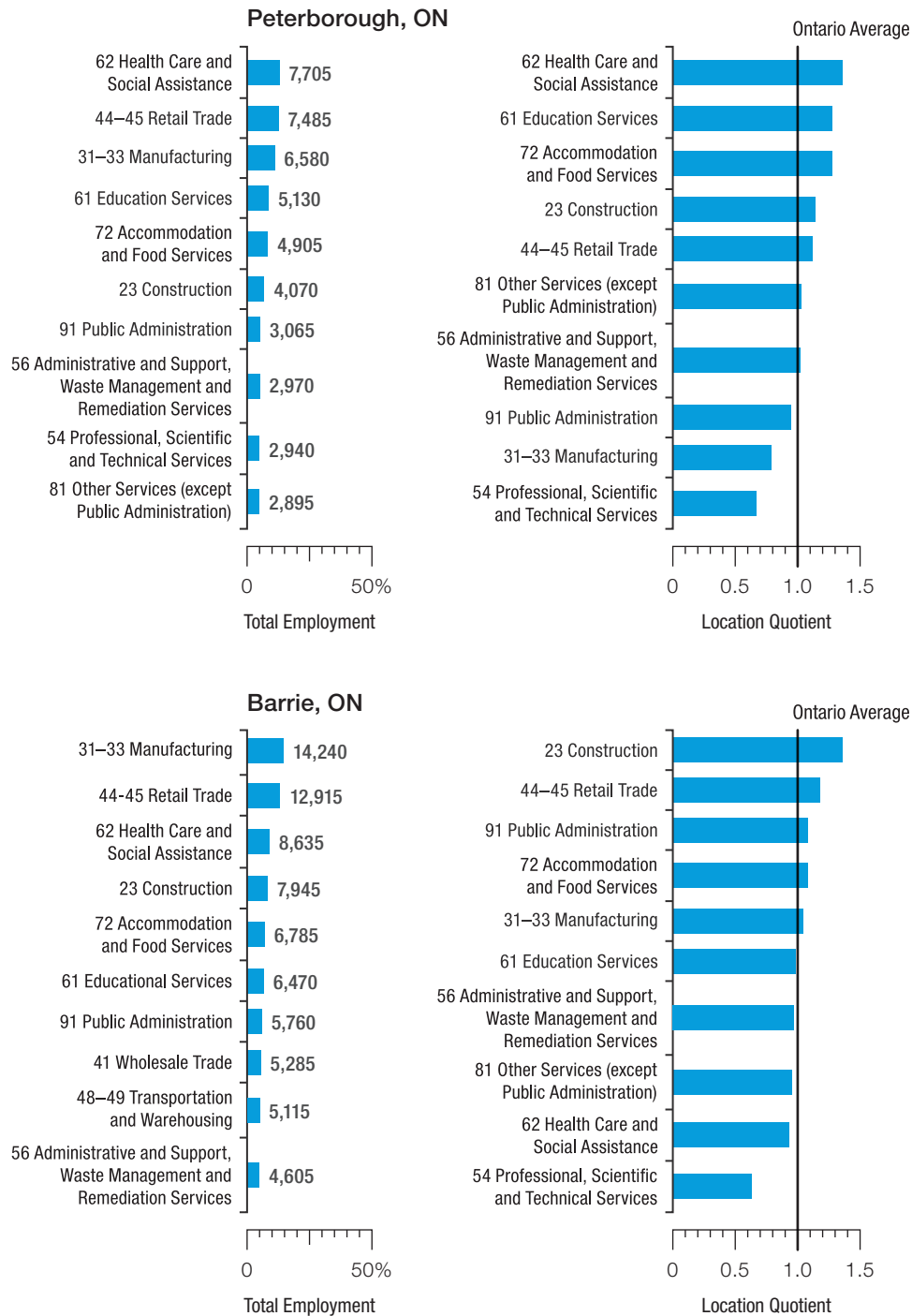




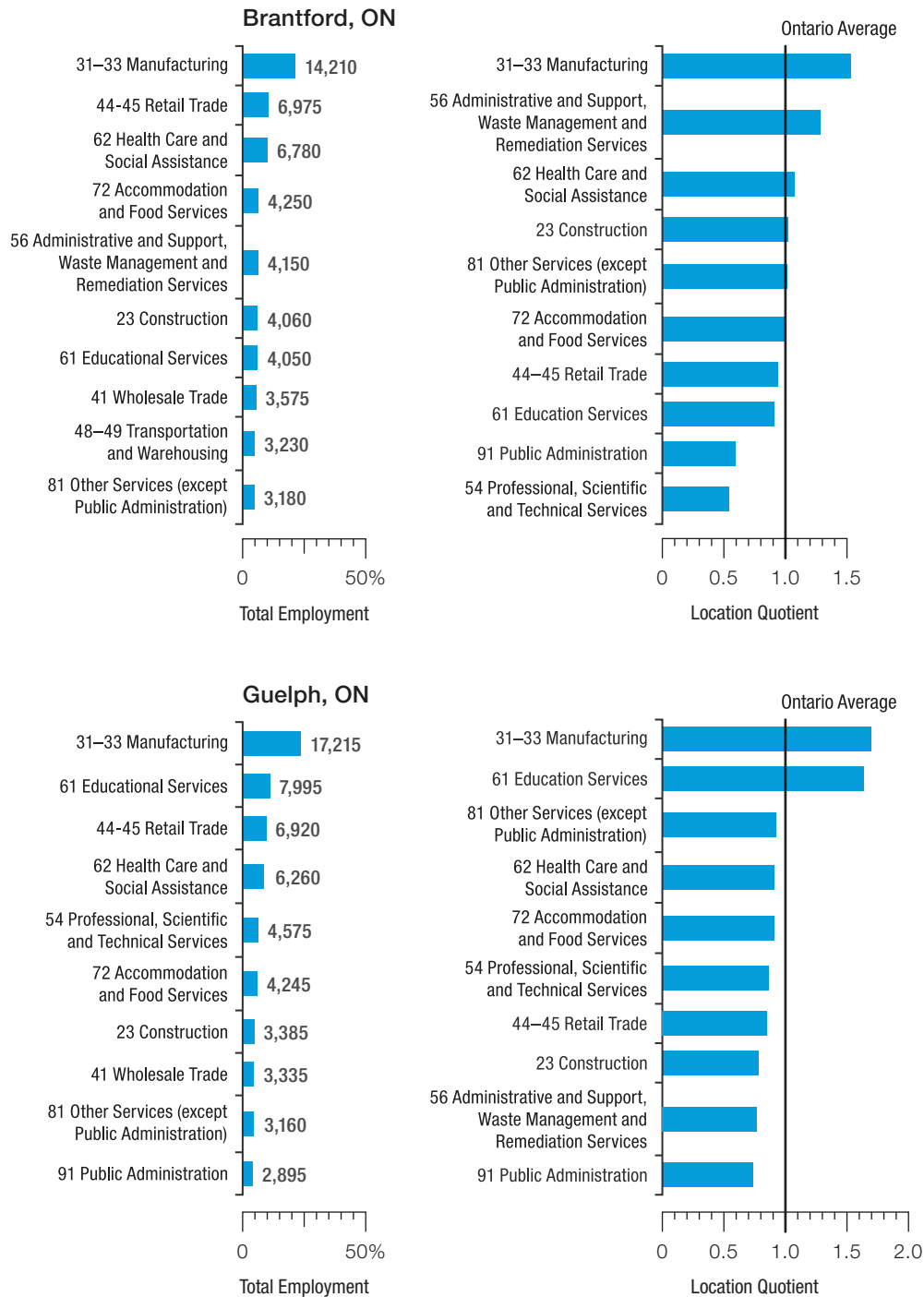
Note: This exhibit is based on the top ten industry sectors of Peterborough in 2006

Peterborough and Canadian benchmarks ranking of top ten industry sectors by employment by total employment and location quotients (2-digit NAICS), 2006

Exhibit 2.10.1



Note: This exhibit is based on the top ten industry sectors of Peterborough in 2006

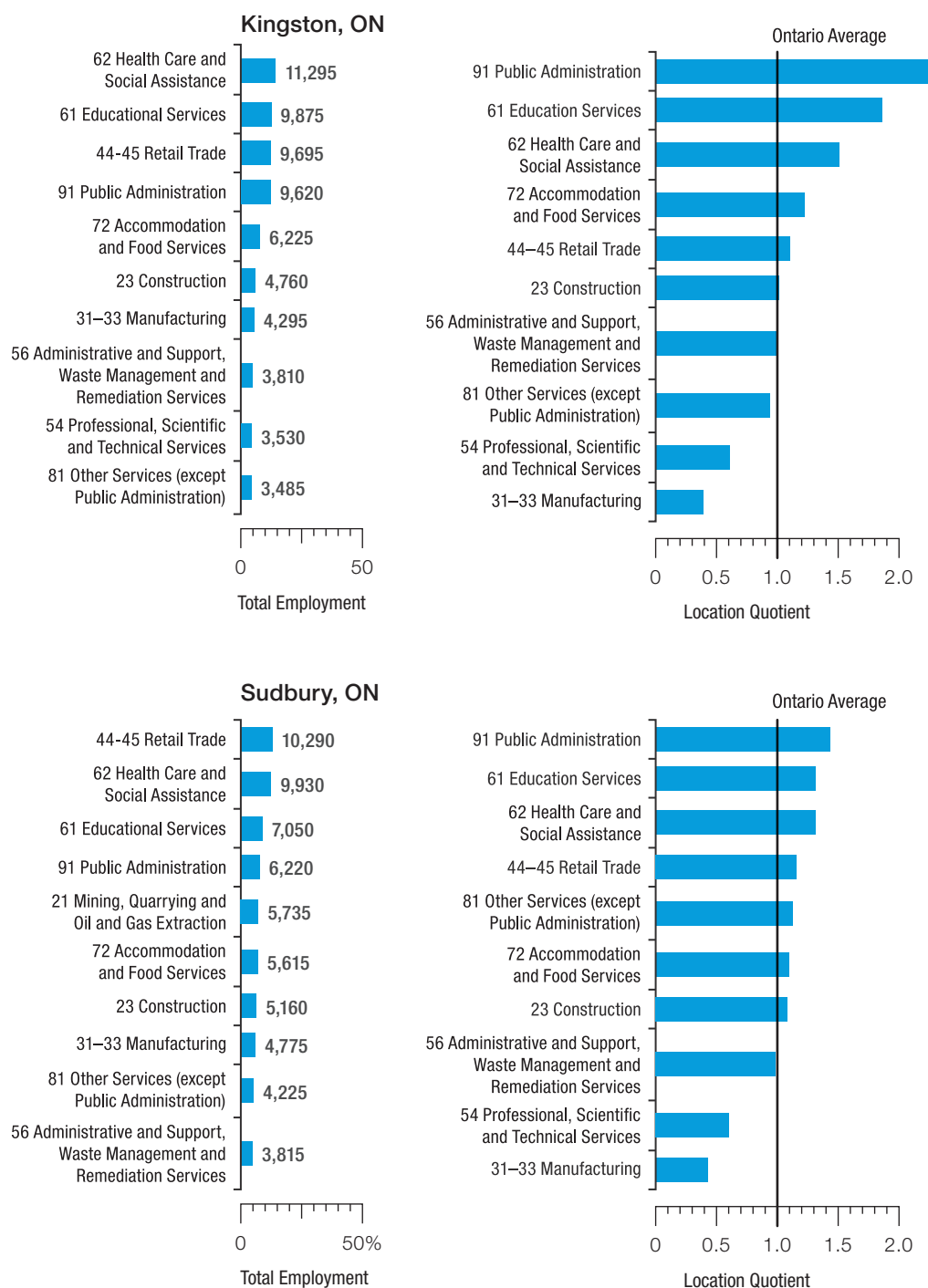


Note: This exhibit is based on the top ten industry sectors of Peterborough in 2006

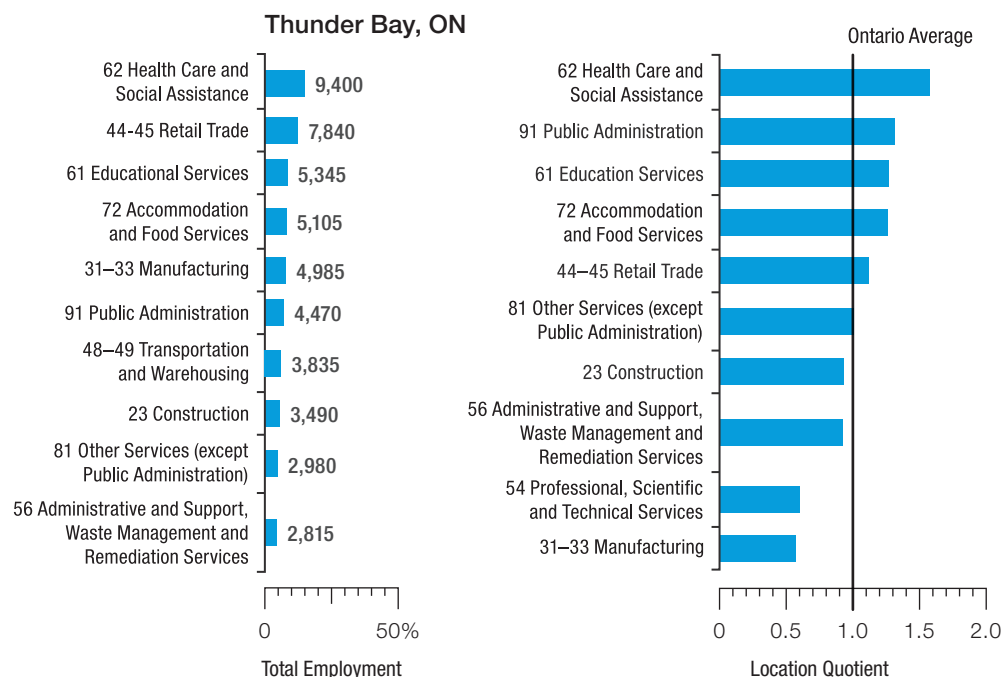


Peterborough and Canadian benchmarks ranking of top ten industry sectors by employment by total employment and location quotients (2-digit NAICS), 2006, (cont.)

Exhibit 2.10.3

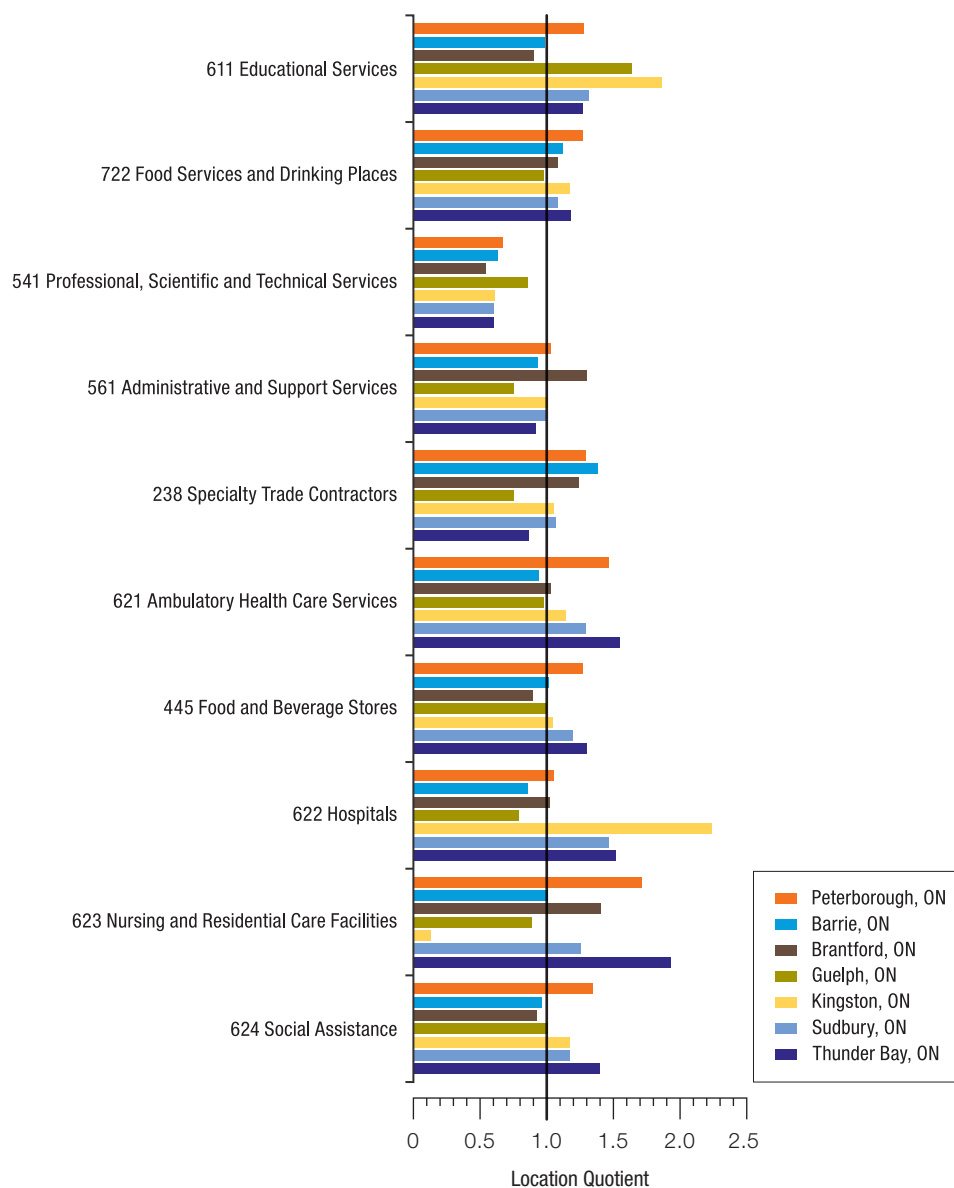


Note: This exhibit is based on the top ten industry sectors of Peterborough in 2006



Note: This exhibit is based on the top ten industry sectors of Peterborough in 2006

When examining at the 3-digit NAICS code, Peterborough only has one industry sector: professional, scientific and technical services which has a location quotient less than one (**Exhibits 2.11 and 2.12**). Administrative and support services; and hospitals industry sectors have location quotients close to one. Peterborough's nursing and residential care facilities; and ambulatory health care services have a larger proportion employed than would be expected in comparison to the Ontario average (location quotients of 1.71 and 1.47 respectively). Peterborough has the second largest location quotient in nursing and residential care facilities; and ambulatory health care services with Thunder Bay, ON the highest (1.93 and 1.55 respectively). Peterborough's social assistance industry sector has a higher than expected proportion employed in comparison to Ontario while Guelph, ON, Brantford, ON and Barrie, ON have close to the Ontario average.

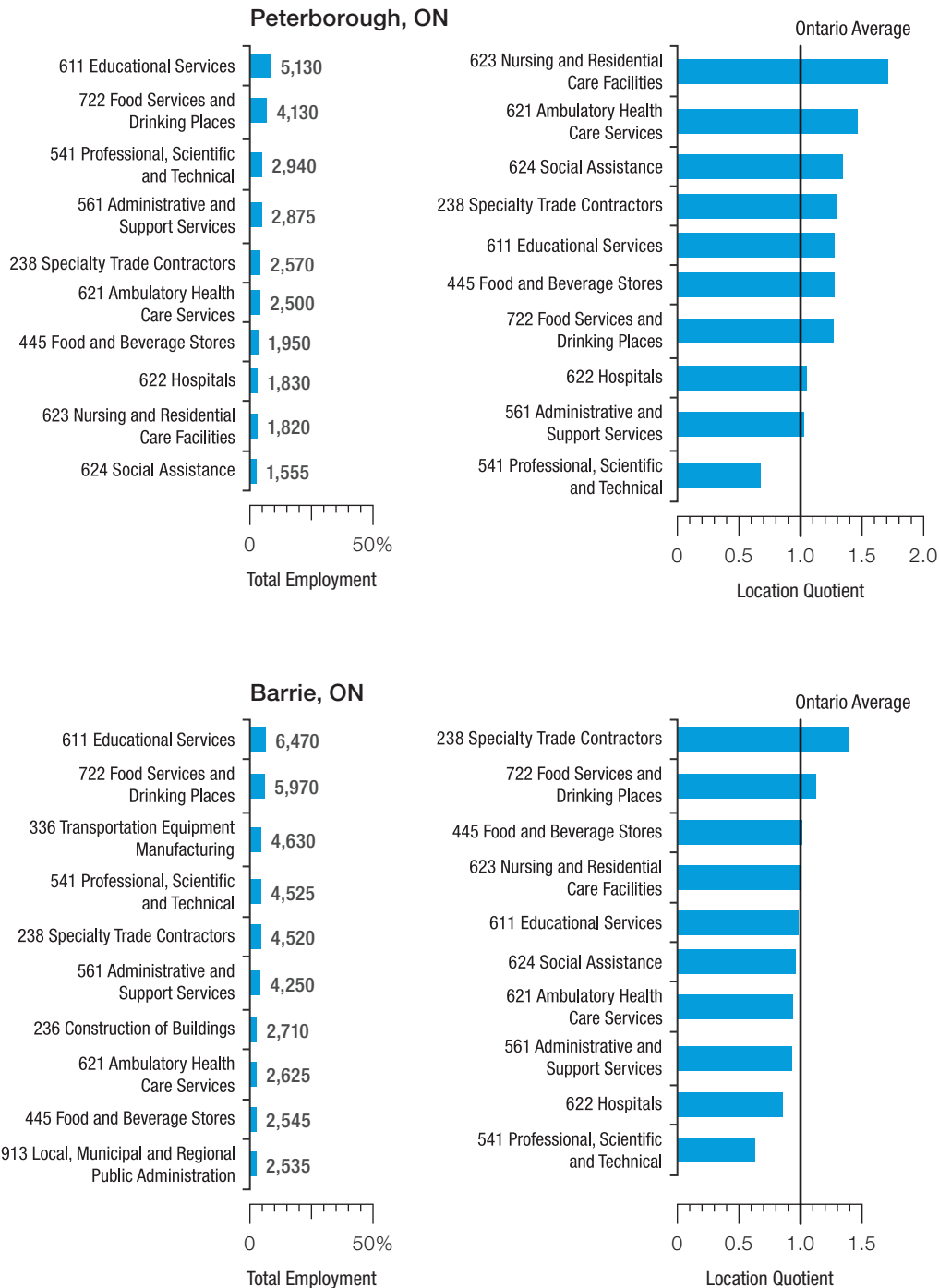


Note: This exhibit is based on the top ten industry sectors of Peterborough in 2006



Peterborough and Canadian benchmarks ranking of top ten industry sectors by employment by total employment and location quotients (3-digit NAICS), 2006

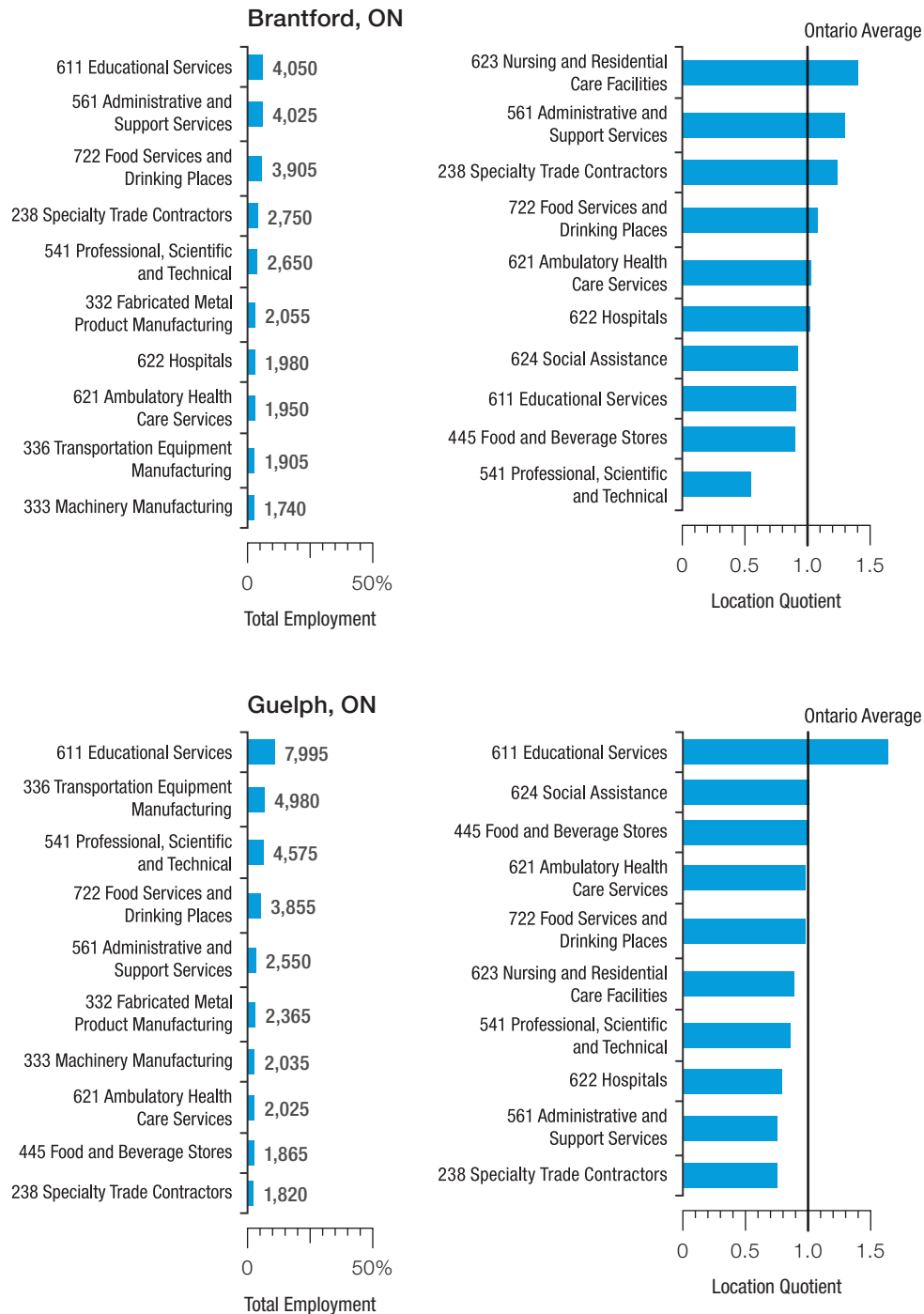
Exhibit 2.12.1



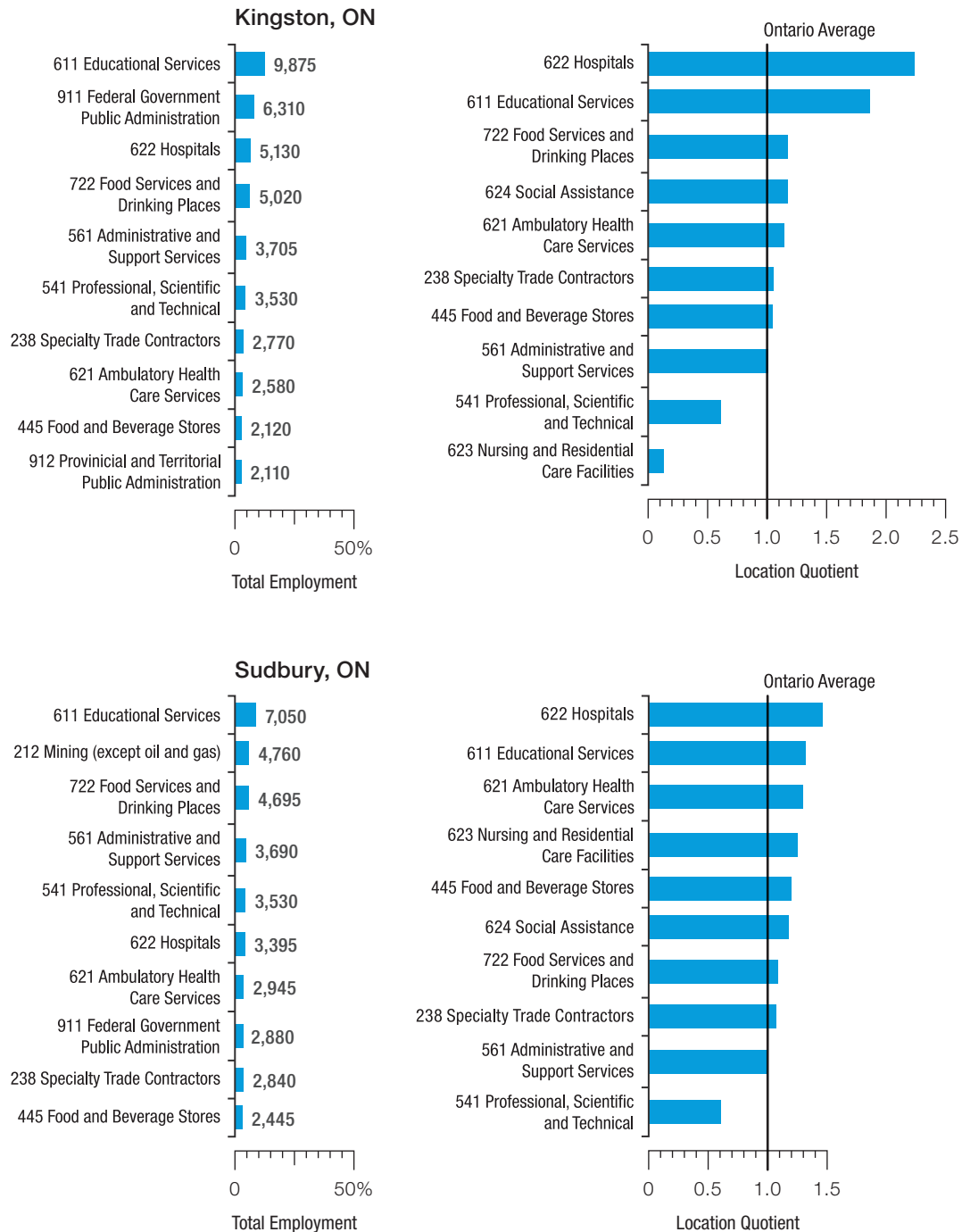
Note: This exhibit is based on the top ten industry sectors of Peterborough in 2006

Peterborough and Canadian benchmarks ranking of top ten industry sectors by employment by total employment and location quotients (3-digit NAICS), 2006, (cont.)

Exhibit 2.12.2

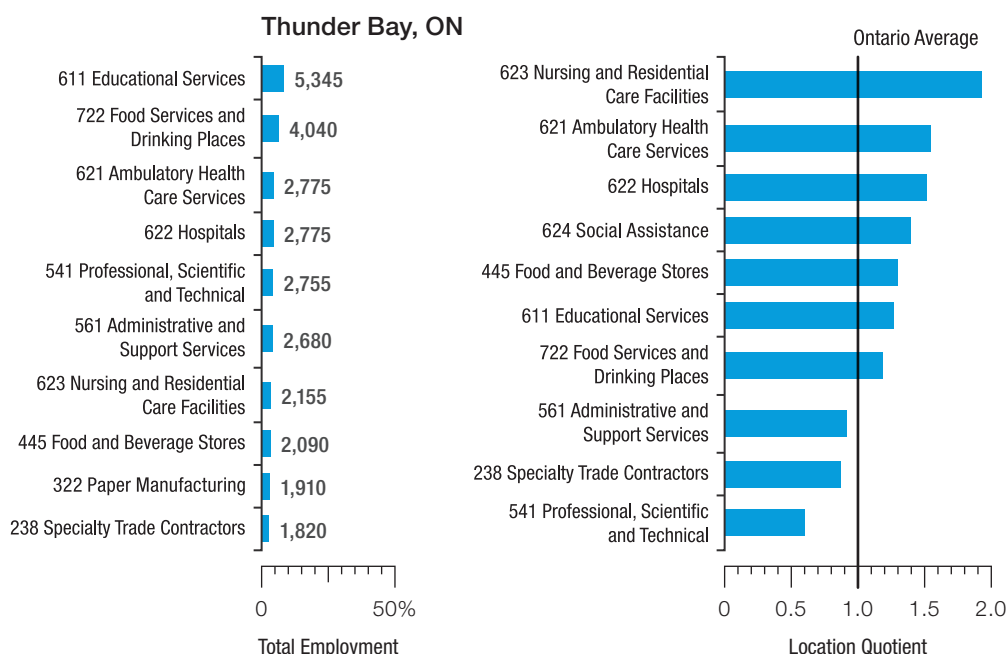


Note: This exhibit is based on the top ten industry sectors of Peterborough in 2006



Note: This exhibit is based on the top ten industry sectors of Peterborough in 2006



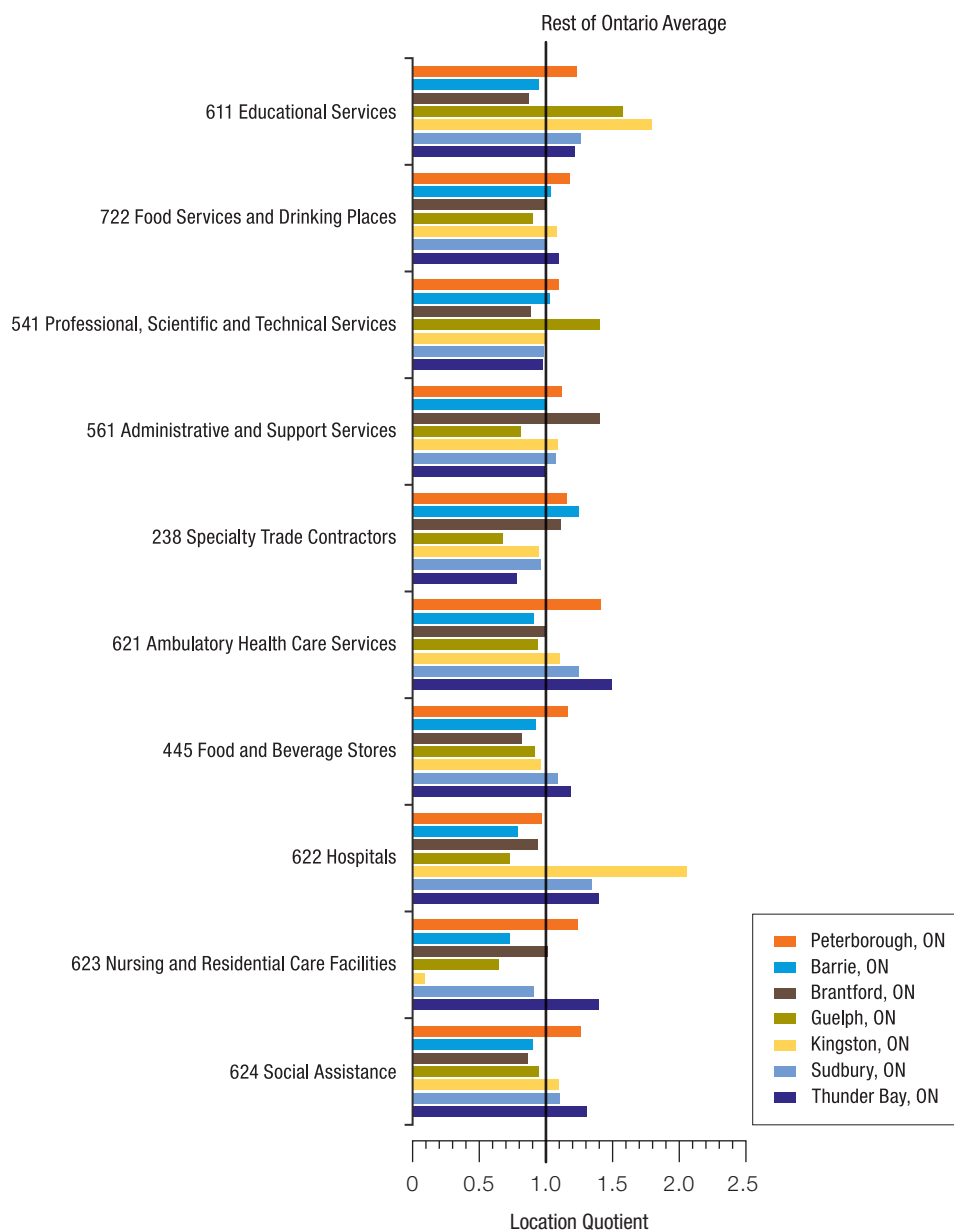


Note: This exhibit is based on the top ten industry sectors of Peterborough in 2006

However, when examining at the 3-digit NAICS code using the rest of Ontario as a base which is defined as Ontario excluding Toronto, ON, Oshawa, ON, Hamilton, ON and Ottawa, ON there are some differences (**Exhibit 2.13**). We create a “*rest of Ontario*” base to examine whether the large metropolitans in Ontario dominate specific industries and in particular the professional, scientific and technical services industry sector. First, there is one industry sector that has a location quotient less than one, however, it is the hospitals industry sector at 0.97. The professional, scientific and technical services industry now has a location quotient of 1.09 when using a rest of Ontario base rather than 0.67 when the province of Ontario was used. While many of the location quotients are similar, the location quotient for the nursing and residential care facilities industry sector declines for 1.71 with province of Ontario as a base to 1.23 with rest of Ontario as the base.

Peterborough and Canadian benchmarks top ten Peterborough industry sectors by employment location quotients (3-digit NAICS), 2006

Exhibit 2.13



Notes:

This exhibit is based on the top ten industry sectors of Peterborough in 2006

This exhibit uses rest of Ontario as a base where rest of Ontario is defined as Ontario excluding the CMAs of Toronto, Oshawa, Hamilton and Ottawa (Ontario part only)

## Cluster Analysis of Canadian Census Metropolitan Areas, 2011

**Exhibit 2.14** shows the Canadian CMAs clustered together according to industry establishment shares at the 3-digit NAICS level. CMAs in the same cluster have a distribution of industries that are more like the others in the same cluster while the differences among the clusters is maximized. The clusters are based on industry mix so places with a similar mix of industries are grouped together. While not exactly matching, metros in the same cluster will have more common elements than with metros in other clusters. Kelowna, BC, Abbotsford, BC, and Oshawa, ON are each clusters of one and are effectively unique.

The number of clusters to select is subjective. In this case if the number of clusters was reduced from 11 to 10, the two largest clusters (1 and 3) would be combined. That and other statistical guidelines suggest that this number of clusters is a good choice. For Peterborough, the cluster results suggest that the comparison to other Ontario CMAs (apart from Ottawa, ON, Toronto, ON, and Hamilton, ON) will generally result in an “apples-to-apples” comparison when looking at industries. The two exceptions are Kitchener-Waterloo, ON and Guelph, ON , which are both more like Hamilton, ON and Winnipeg, MB than Peterborough.

<b>Cluster 1</b>
Hamilton, ON
Kitchener - Cambridge - Waterloo, ON
Saint John, NB
Winnipeg, MB
Guelph, ON
Halifax, NS
St. John's, NL
<b>Cluster 2</b>
Québec, QC
Montréal, QC
<b>Cluster 3</b>
Moncton, NB
Greater Sudbury, ON
Thunder Bay, ON
Peterborough, ON
London, ON
Kingston, ON
St. Catharines - Niagara, ON
Brantford, ON
Windsor, ON
Belleville, ON
<b>Cluster 4</b>
Toronto, ON
Vancouver, BC
Victoria, BC
<b>Cluster 5</b>
Edmonton, AB
Barrie, ON
<b>Cluster 6</b>
Regina, SK
Saskatoon, SK
<b>Cluster 7</b>
Saguenay, QC
Sherbrooke, QC
<b>Cluster 8</b>
Ottawa - Gatineau, ON-QC
Calgary, AB
<b>Not in Any Cluster</b>
Kelowna, BC
Abbotsford, BC
Oshawa, ON



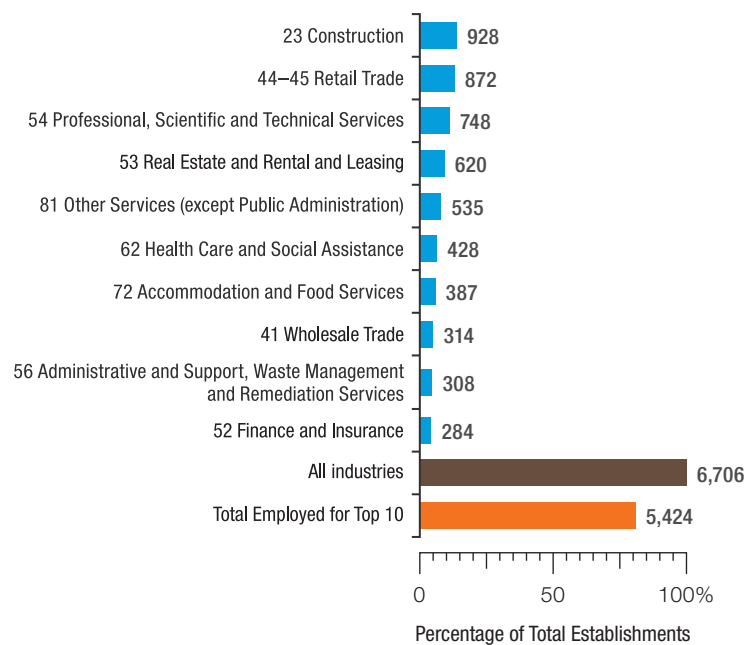
# INDUSTRY SECTORS BY ESTABLISHMENT COUNTS<sup>4</sup>

## Peterborough Top Ten Industry Sectors by Establishment Counts, 2006

The top ten industry sectors by establishment count in Peterborough by 2-digit NAICS codes has close to 81 percent (5,424) of all establishments in Peterborough and the top five industry sectors had over 55 percent of all establishments (**Exhibits 2.15** and **2.16**). The construction industry sector had the largest number of establishments (928), followed by retail trade (872), and professional, scientific and technical services (748). The finance and insurance industry sector had the fewest establishments in the top ten list with 284. In general, the average number of employees per establishment<sup>5</sup> is relatively small for the majority of the top ten establishments (**Exhibit 2.17**). Real estate and rental and leasing has the fewest average number per establishment (1.70) while health care and social assistance has the largest (18.00).

Peterborough top ten industry sectors by establishment count (2-digit NAICS), 2006

Exhibit 2.15

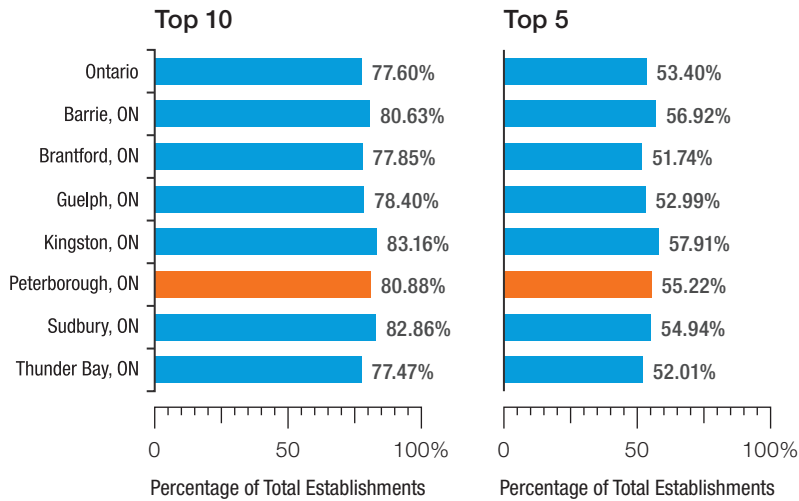


<sup>4</sup> For information on the correlation of the share of industry establishments in Canada and the United States at the 3-digit NAICS see Appendix.

<sup>5</sup> Average number of employees per establishment is calculated as the total number of employees in an industry sector divided by the number of establishments in the industry sector.

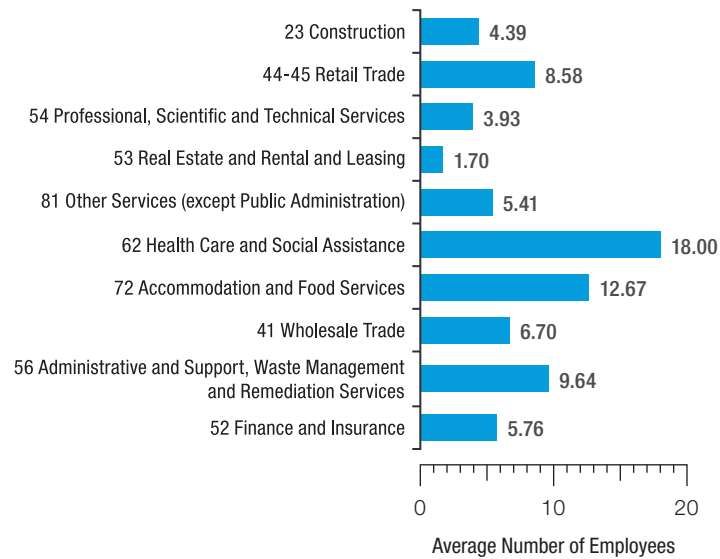
Canadian benchmarks top ten and five industry sectors by establishment counts — Concentrations (2-digit NAICS), 2006

Exhibit 2.16



Peterborough top ten industry sectors by establishment count — Average number of employees (2-digit NAICS), 2006

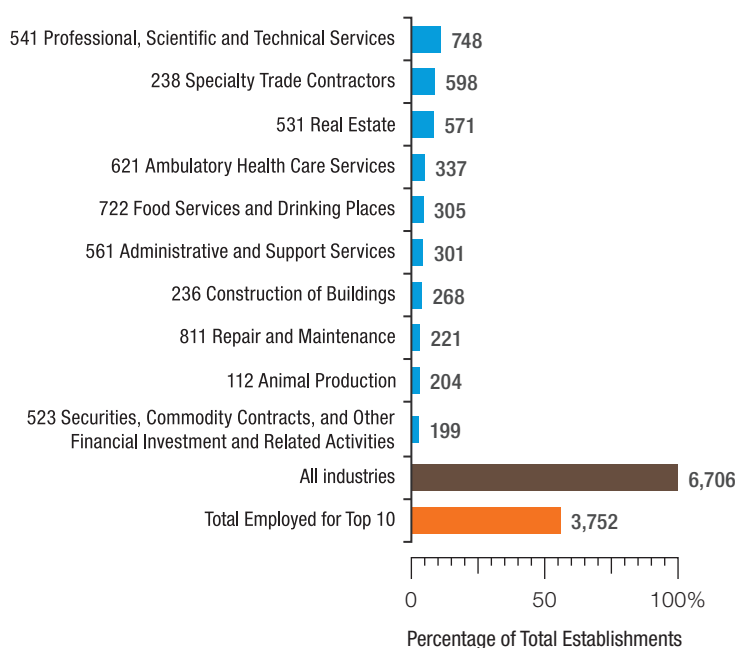
Exhibit 2.17



Examination of the top ten industrial sectors at a finer detail using the 3-digit NAICS code captures 3,752 establishments or 56.0 percent of all establishments and the top five industry sectors has over 38 percent of all establishments (**Exhibits 2.18 and 2.19**). The top industry is the professional, scientific and technical services (748), followed by specialty trade contractors (598), and real estate (571). The animal production industrial sector with 204 establishments is in the top ten list based on the 3-digit NAICS code, however, this industrial sector did not appear at the more aggregated 2-digit NAICS level.

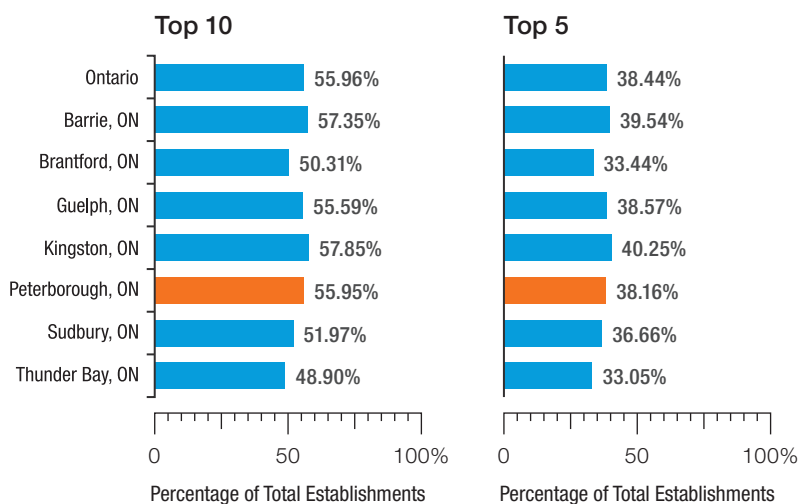
Peterborough top ten industry sectors by establishment count (3-digit NAICS), 2006

Exhibit 2.18



Canadian benchmarks top ten and five industry sectors by establishment counts — Concentrations (3-digit NAICS), 2006

Exhibit 2.19

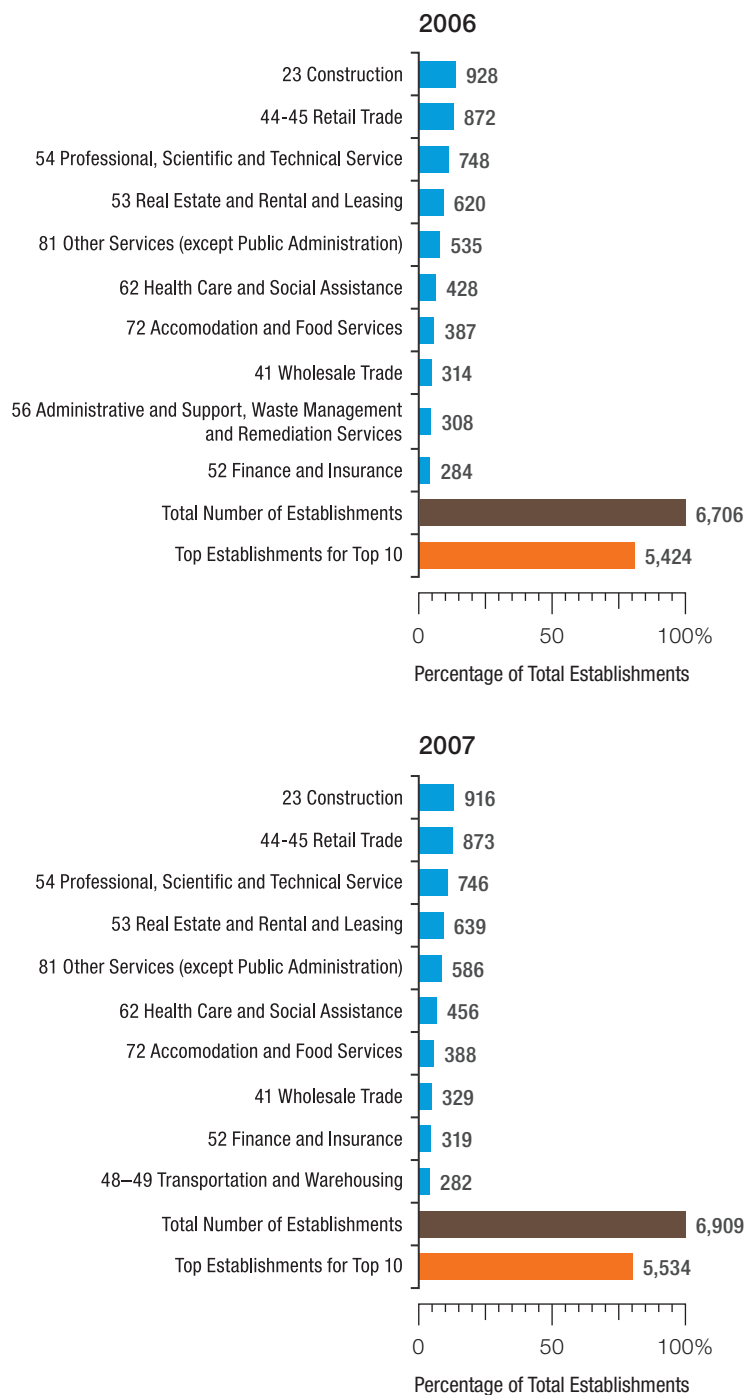


## Peterborough Top Ten Industry Sectors by Establishment Counts 2006 to 2011

The top ten 2-digit NAICS industry sectors by establishment count between 2006 and 2011 represent approximately 80 to 81 percent of all establishments for Peterborough (**Exhibit 2.20**). During this period, Peterborough had the smallest number of establishments in 2006 (6,706) while the highest in 2010 (7,010). For the five year time period, seven of the top ten industry sectors by establishment

Peterborough top ten industry sectors by establishment count (2-digit NAICS), 2006 to 2011

Exhibit 2.20.1

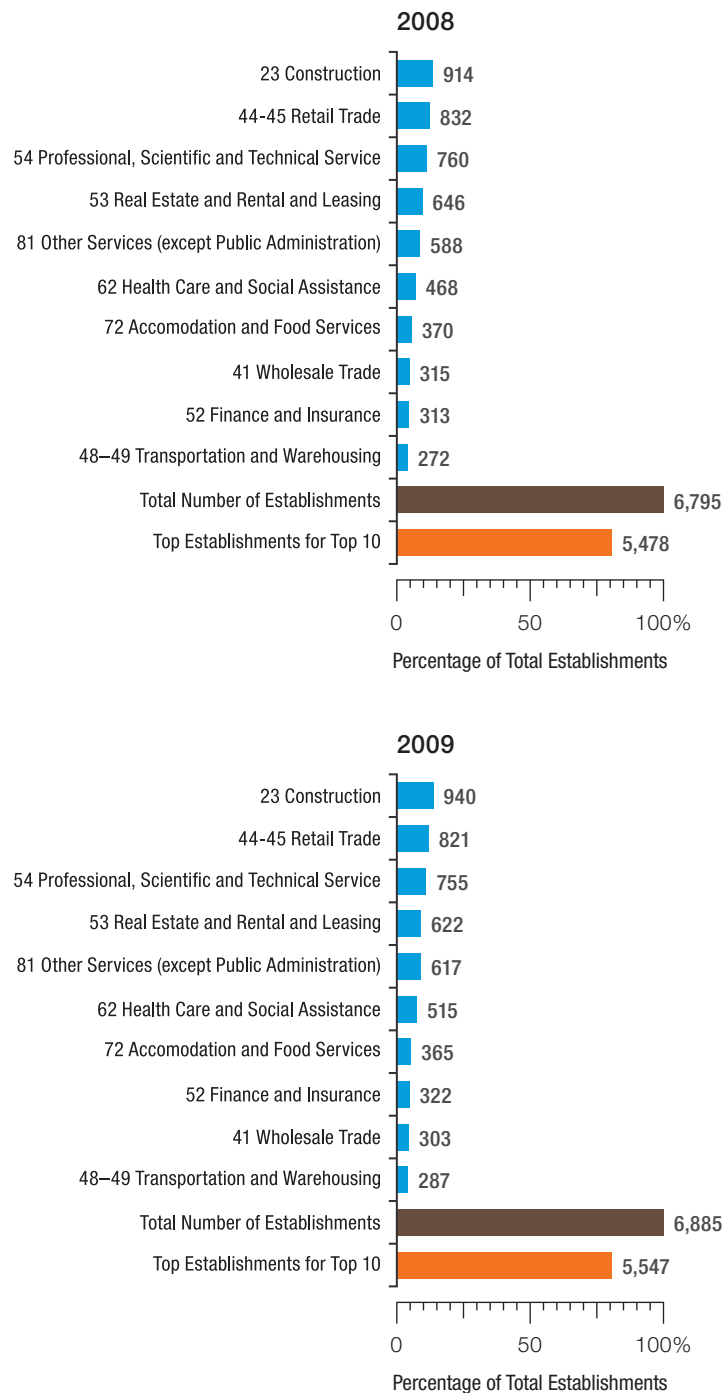


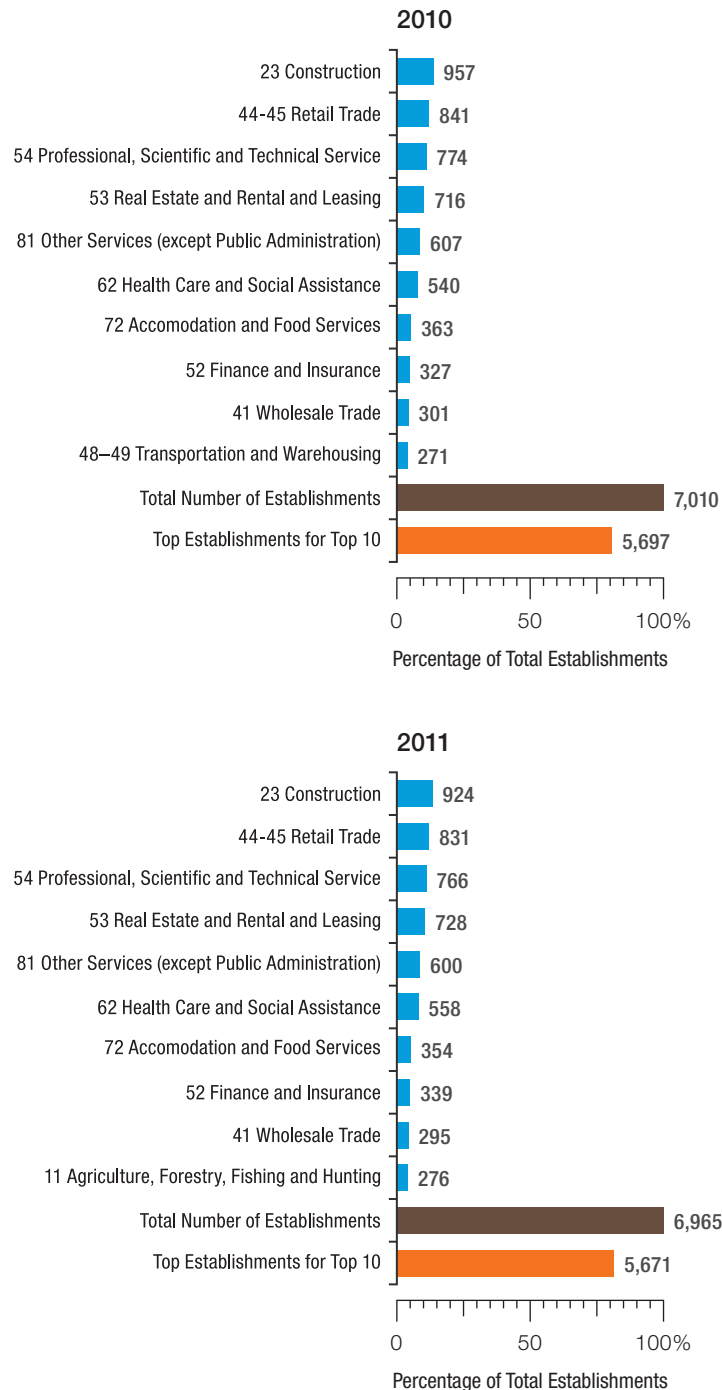


count by 2-digit NAICS code remained in the same order: construction; retail trade; professional, scientific and technical services; real estate and rental and leasing; other services (except public administration); health care and social assistance; and accommodation and food services. These seven industry sectors represent between 66 to 68 percent of all establishments across the five years. Finance and insurance and wholesale trade were the two remaining similar top ten industry sectors.

Peterborough top ten industry sectors by establishment count (2-digit NAICS), 2006 to 2011, (cont.)

Exhibit 2.20.2





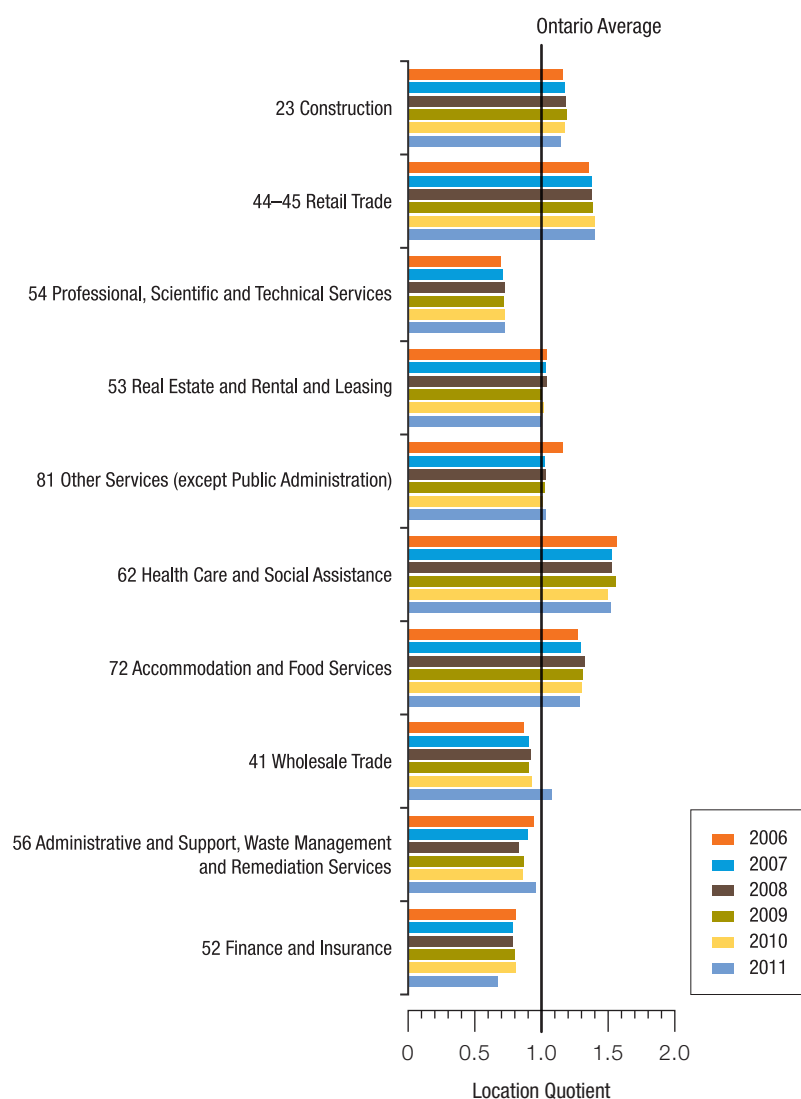
Based on the top ten 2-digit NAICS industry sectors in 2006, location quotients were calculated between 2006 and 2011 using Ontario as the base (**Exhibit 2.21**). Generally across the years there are a fewer number of establishments in the following four industry sectors than would be expected: professional, scientific and technical services; wholesale and trade; administrative and support, waste management and remediation services; and finance and insurance. While there is

a larger number of retail trade establishments compared to Ontario with location quotients ranging from 1.35 to 1.40. Also in Peterborough, there is a larger number of health care and social assistance establishments than would be expected with location quotients ranging from 1.50 to 1.56.

In addition, between 2006 and 2011, there is relative stability in the location quotients across the top ten establishments in Peterborough. However, finance and insurance decreases from 0.81 in 2006 to 0.67 in 2011. Several industry sectors have small decreases between 2006 to 2011, including construction (1.16 to 1.14), health care and social assistance (1.56 to 1.53). Wholesale trade had the largest increase during the same time period increasing from 0.86 to 1.08.

Peterborough top ten industry sectors by establishment count location quotients (2-digit NAICS), 2006 to 2011

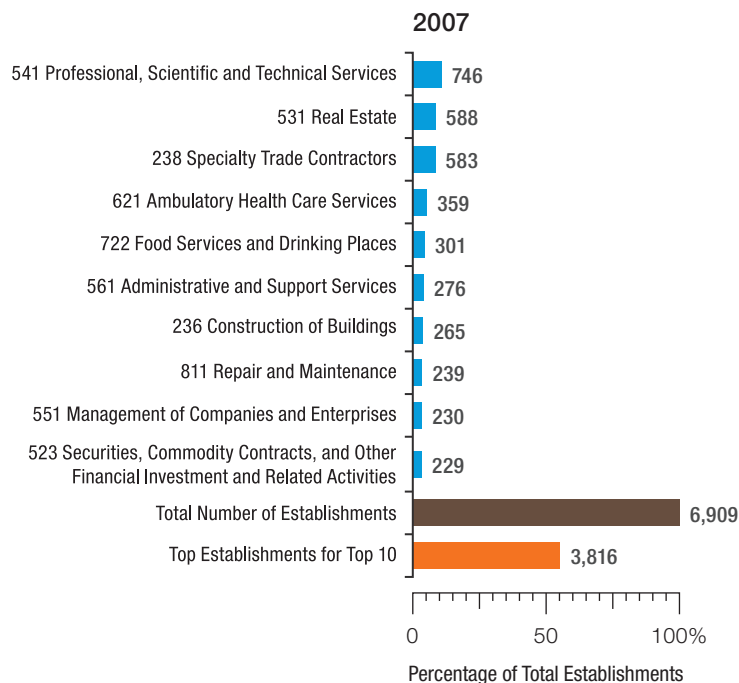
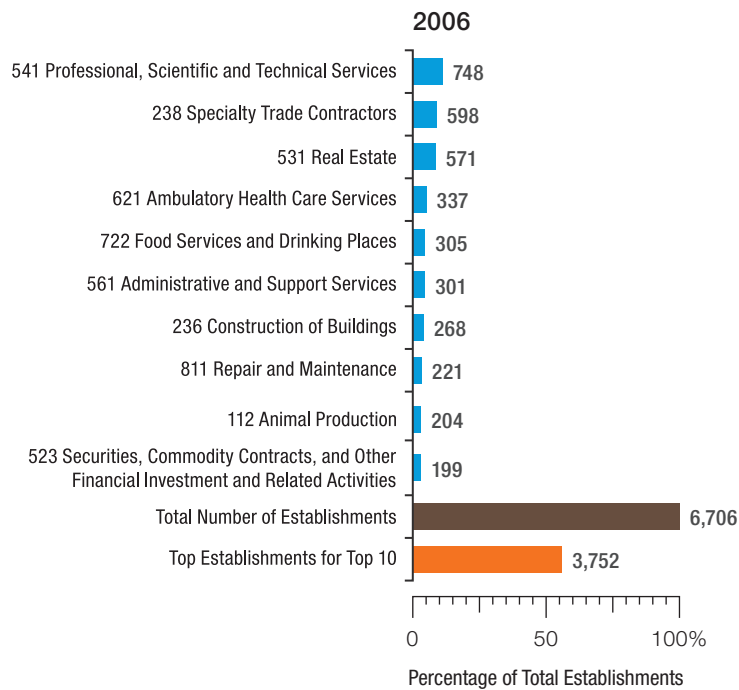
Exhibit 2.21



By 3-digit NAICS code, between 2006 and 2011 the top ten industry sectors by establishment count comprise between 55 and 57 percent of all establishments in Peterborough (**Exhibit 2.22**). The top industry sector between 2006 and 2011 is professional, scientific and technical services. Nine of the top ten industry sectors are the same throughout the five year period: professional, scientific and technical services; specialty trade contractors; real estate; ambulatory health care services; food services; administrative and support services; construction of buildings; repair and maintenance; animal production. The sector that is not in the top ten in both years is securities, commodity contracts, and other financial investment and related activities.

Peterborough top ten industry sectors by establishment count (3-digit NAICS), 2006 to 2011

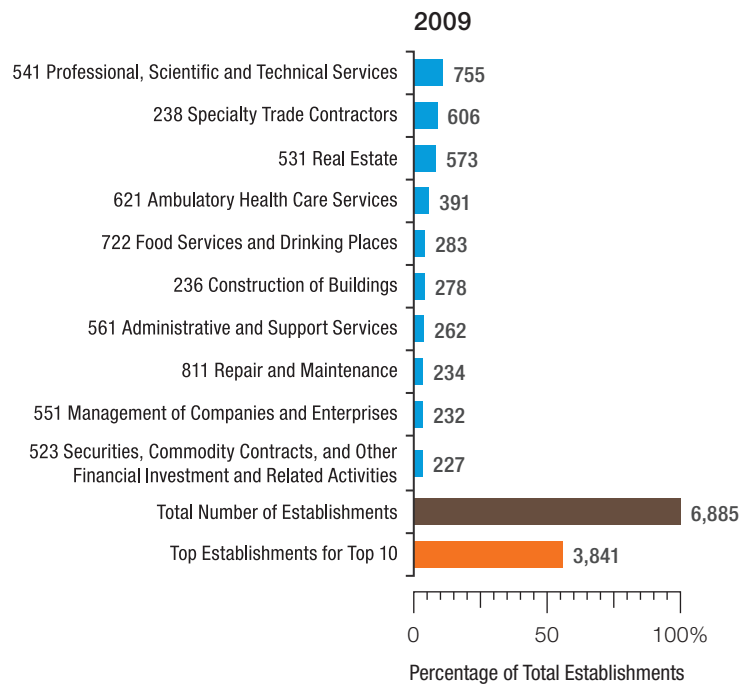
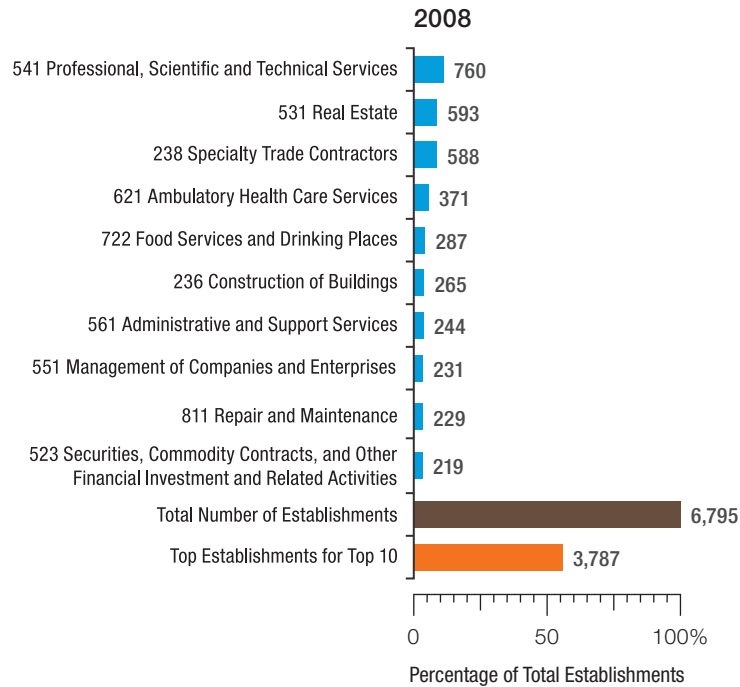
Exhibit 2.22.1



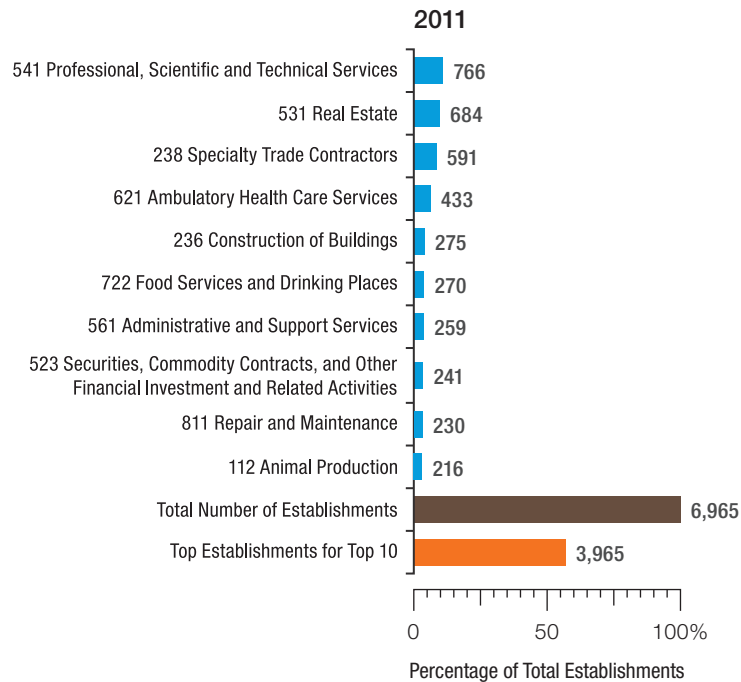
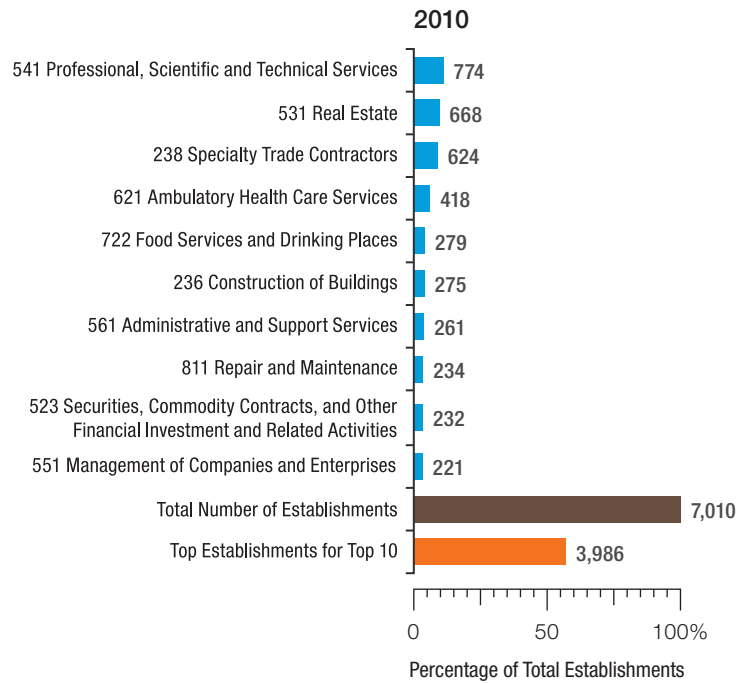
and drinking places; administrative and support services; construction of buildings; repair and maintenance; and securities, commodity contracts and other financial investment and related activities; with the tenth industry sector either animal production or management of companies and enterprises.

Peterborough top ten industry sectors by establishment count (3-digit NAICS), 2006 to 2011, (cont.)

Exhibit 2.22.2





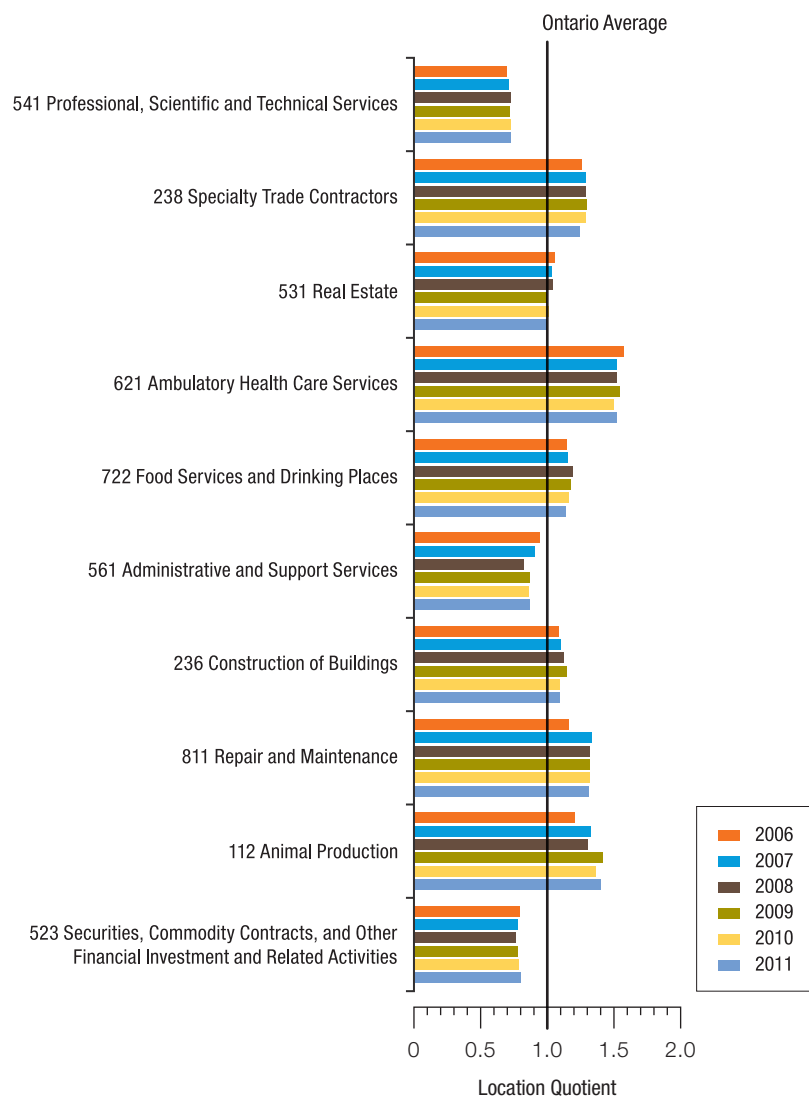


Based on the top ten 3-digit NAICS industry sectors in 2006, location quotients were calculated between 2006 and 2011 using Ontario as the base (**Exhibit 2.23**). Three of the industry sectors had fewer establishments than would be expected: professional, scientific and technical services; administrative and support services; and securities, commodity contract and other financial investment and related activities. Ambulatory health care services had relatively more establishments than would be expected with location quotients ranging from 1.50 to 1.58.

Similar to the 2-digits NAICS results, between 2006 and 2011, there is relative stability in the location quotients across the top ten establishments in Peterborough. Between 2006 and 2011, animal production had the largest increase from 1.20 to 1.40 followed by repair and maintenance (1.16 to 1.31) While administrative and support services had the largest decrease from 0.94 to 0.87.

Peterborough top ten industry sectors by establishment count location quotients (3-digit NAICS), 2006 to 2011

Exhibit 2.23



## Canadian Benchmarks Top Ten Industry Sectors by Establishment Counts 2006 to 2011<sup>6</sup>

While the number of establishments in Peterborough grew 3.86 percent between 2006 and 2011, the Canadian benchmarks grew at different rates with Thunder Bay, ON and Barrie, ON having the largest declines at 6.34 and 4.41 percent respectively. Guelph, ON had the largest growth in establishments at 5.16 percent.

Using the 2-digit NAICS codes, the Canadian benchmarks have the similar top ten industry sectors with the benchmarks generally differing from Peterborough in one or two industry sectors (**Exhibit 2.24**). Barrie, ON had the largest number of establishments throughout the five year period. Barrie, ON and Brantford, ON have the same top industry sector (construction) as Peterborough, while Guelph, ON and Kingston, ON have professional, scientific and technical services and Sudbury, ON and Kingston, ON have retail trade.

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<sup>6</sup> In 2007, Statistics Canada implemented the new version of Standard Geographical Classification (SGC) 2006. Prior to that, we used SGC 2001. The total number of CMAs in Canada increased from 27 to 33. Specifically for Brantford CMA, there were more postal codes added to the CMA between 2006 and 2007. In 2006, there were 1,592 different codes, and in 2007, there were 1,814 postal codes, meaning more areas were combined to form Brantford CMA.

Barrie, ON

2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	2,021	17.31%
54 Professional, Scientific and Technical Services	1,504	12.88%
44–45 Retail Trade	1,255	10.75%
53 Real Estate and Rental and Leasing	1,075	9.21%
81 Other Services (except Public Administration)	791	6.77%
56 Administrative and Support, Waste Management and Remediation Services	688	5.89%
41 Wholesale Trade	643	5.51%
48–49 Transportation and Warehousing	633	5.42%
62 Health Care and Social Assistance	557	4.77%
31–33 Manufacturing	537	4.60%
Total Establishments for Top 10	9,704	83.11%
Total Establishments	11,676	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	1,845	16.46%
54 Professional, Scientific and Technical Services	1,367	12.19%
44–45 Retail Trade	1,210	10.79%
53 Real Estate and Rental and Leasing	1,060	9.45%
81 Other Services (except Public Administration)	821	7.32%
56 Administrative and Support, Waste Management and Remediation Services	646	5.76%
48–49 Transportation and Warehousing	606	5.40%
62 Health Care and Social Assistance	598	5.33%
41 Wholesale Trade	589	5.25%
31–33 Manufacturing	496	4.42%
Total Establishments for Top 10	9,238	82.39%
Total Establishments	11,212	

Barrie, ON

2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	1,841	16.50%
54 Professional, Scientific and Technical Services	1,379	12.36%
44–45 Retail Trade	1,169	10.48%
53 Real Estate and Rental and Leasing	1,079	9.67%
81 Other Services (except Public Administration)	831	7.45%
56 Administrative and Support, Waste Management and Remediation Services	628	5.63%
62 Health Care and Social Assistance	623	5.58%
48–49 Transportation and Warehousing	597	5.35%
41 Wholesale Trade	559	5.01%
52 Finance and Insurance	469	4.20%
Total Establishments for Top 10	9,175	82.22%
Total Establishments	11,159	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	1,814	16.39%
54 Professional, Scientific and Technical Services	1,349	12.19%
44–45 Retail Trade	1,126	10.18%
53 Real Estate and Rental and Leasing	1,041	9.41%
81 Other Services (except Public Administration)	867	7.84%
56 Administrative and Support, Waste Management and Remediation Services	653	5.90%
62 Health Care and Social Assistance	646	5.84%
48–49 Transportation and Warehousing	583	5.27%
41 Wholesale Trade	552	4.99%
52 Finance and Insurance	461	4.17%
Total Establishments for Top 10	9,092	82.17%
Total Establishments	11,065	



Barrie, ON

2010

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	1,856	16.47%
54 Professional, Scientific and Technical Services	1,358	12.05%
53 Real Estate and Rental and Leasing	1,162	10.31%
44–45 Retail Trade	1,138	10.10%
81 Other Services (except Public Administration)	866	7.68%
62 Health Care and Social Assistance	682	6.05%
56 Administrative and Support, Waste Management and Remediation Services	658	5.84%
48–49 Transportation and Warehousing	562	4.99%
41 Wholesale Trade	542	4.81%
52 Finance and Insurance	467	4.14%
Total Establishments for Top 10	9,291	82.43%
Total Establishments	11,272	

2011

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	1,807	16.19%
54 Professional, Scientific and Technical Services	1,381	12.37%
53 Real Estate and Rental and Leasing	1,191	10.67%
44–45 Retail Trade	1,129	10.12%
81 Other Services (except Public Administration)	853	7.64%
62 Health Care and Social Assistance	709	6.35%
56 Administrative and Support, Waste Management and Remediation Services	631	5.65%
48–49 Transportation and Warehousing	540	4.84%
41 Wholesale Trade	519	4.65%
52 Finance and Insurance	466	4.18%
Total Establishments for Top 10	9,226	82.66%
Total Establishments	11,161	

Brantford, ON

2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	584	12.26%
44–45 Retail Trade	576	12.09%
53 Real Estate and Rental and Leasing	463	9.72%
81 Other Services (except Public Administration)	424	8.90%
54 Professional, Scientific and Technical Services	418	8.77%
31–33 Manufacturing	348	7.30%
48–49 Transportation and Warehousing	279	5.86%
52 Finance and Insurance	264	5.54%
41 Wholesale Trade	261	5.48%
62 Health Care and Social Assistance	246	5.16%
Total Establishments for Top 10	3,863	81.09%
Total Establishments	4,764	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	917	12.76%
44–45 Retail Trade	750	10.44%
81 Other Services (except Public Administration)	614	8.54%
54 Professional, Scientific and Technical Services	607	8.45%
53 Real Estate and Rental and Leasing	597	8.31%
31–33 Manufacturing	494	6.87%
11 Agriculture, Forestry, Fishing and Hunting	459	6.39%
48–49 Transportation and Warehousing	454	6.32%
52 Finance and Insurance	381	5.30%
41 Wholesale Trade	380	5.29%
Total Establishments for Top 10	5,653	78.66%
Total Establishments	7,187	

Brantford, ON

2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	900	12.62%
44–45 Retail Trade	717	10.05%
54 Professional, Scientific and Technical Services	617	8.65%
81 Other Services (except Public Administration)	617	8.65%
53 Real Estate and Rental and Leasing	605	8.48%
31–33 Manufacturing	471	6.60%
11 Agriculture, Forestry, Fishing and Hunting	462	6.48%
48–49 Transportation and Warehousing	459	6.43%
41 Wholesale Trade	382	5.36%
52 Finance and Insurance	381	5.34%
Total Establishments for Top 10	5,611	78.66%
Total Establishments	7,133	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	853	12.57%
44–45 Retail Trade	674	9.94%
81 Other Services (except Public Administration)	621	9.15%
54 Professional, Scientific and Technical Services	573	8.45%
53 Real Estate and Rental and Leasing	562	8.28%
11 Agriculture, Forestry, Fishing and Hunting	450	6.63%
48–49 Transportation and Warehousing	426	6.28%
31–33 Manufacturing	415	6.12%
52 Finance and Insurance	369	5.44%
41 Wholesale Trade	350	5.16%
Total Establishments for Top 10	5,293	78.02%
Total Establishments	6,784	

Brantford, ON

2010

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	936	12.92%
44–45 Retail Trade	731	10.09%
53 Real Estate and Rental and Leasing	653	9.01%
54 Professional, Scientific and Technical Services	652	9.00%
81 Other Services (except Public Administration)	651	8.99%
11 Agriculture, Forestry, Fishing and Hunting	500	6.90%
31–33 Manufacturing	422	5.82%
48–49 Transportation and Warehousing	419	5.78%
62 Health Care and Social Assistance	384	5.30%
52 Finance and Insurance	381	5.26%
Total Establishments for Top 10	5,729	79.08%
Total Establishments	7,245	

2011

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	911	12.72%
44–45 Retail Trade	707	9.87%
53 Real Estate and Rental and Leasing	678	9.47%
81 Other Services (except Public Administration)	649	9.06%
54 Professional, Scientific and Technical Services	622	8.68%
11 Agriculture, Forestry, Fishing and Hunting	513	7.16%
48–49 Transportation and Warehousing	412	5.75%
31–33 Manufacturing	410	5.72%
62 Health Care and Social Assistance	395	5.51%
52 Finance and Insurance	380	5.31%
Total Establishments for Top 10	5,677	79.25%
Total Establishments	7,163	

Guelph, ON  
2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	1,337	16.20%
23 Construction	907	10.99%
44–45 Retail Trade	772	9.35%
53 Real Estate and Rental and Leasing	722	8.75%
81 Other Services (except Public Administration)	635	7.69%
52 Finance and Insurance	472	5.72%
31–33 Manufacturing	463	5.61%
41 Wholesale Trade	459	5.56%
62 Health Care and Social Assistance	454	5.50%
56 Administrative and Support, Waste Management and Remediation Services	379	4.59%
<b>Total Establishments for Top 10</b>	<b>6,600</b>	<b>79.97%</b>
<b>Total Establishments</b>	<b>8,253</b>	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	1,246	14.95%
23 Construction	869	10.43%
53 Real Estate and Rental and Leasing	779	9.35%
44–45 Retail Trade	750	9.00%
81 Other Services (except Public Administration)	689	8.27%
52 Finance and Insurance	548	6.58%
62 Health Care and Social Assistance	468	5.62%
31–33 Manufacturing	448	5.38%
41 Wholesale Trade	439	5.27%
55 Management of Companies and Enterprises	429	5.15%
<b>Total Establishments for Top 10</b>	<b>6,665</b>	<b>79.99%</b>
<b>Total Establishments</b>	<b>8,332</b>	

Guelph, ON  
2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	1,301	15.33%
23 Construction	911	10.73%
53 Real Estate and Rental and Leasing	797	9.39%
44–45 Retail Trade	728	8.58%
81 Other Services (except Public Administration)	717	8.45%
52 Finance and Insurance	555	6.54%
62 Health Care and Social Assistance	482	5.68%
55 Management of Companies and Enterprises	449	5.29%
31–33 Manufacturing	439	5.17%
41 Wholesale Trade	435	5.13%
Total Establishments for Top 10	6,814	80.29%
Total Establishments	8,487	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	1,284	15.10%
23 Construction	909	10.69%
53 Real Estate and Rental and Leasing	782	9.20%
81 Other Services (except Public Administration)	734	8.63%
44–45 Retail Trade	719	8.46%
52 Finance and Insurance	541	6.36%
62 Health Care and Social Assistance	511	6.01%
55 Management of Companies and Enterprises	445	5.23%
31–33 Manufacturing	440	5.18%
41 Wholesale Trade	415	4.88%
Total Establishments for Top 10	6,780	79.76%
Total Establishments	8,501	



Guelph, ON  
2010

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	1,315	15.04%
23 Construction	947	10.83%
53 Real Estate and Rental and Leasing	905	10.35%
81 Other Services (except Public Administration)	751	8.59%
44–45 Retail Trade	729	8.34%
62 Health Care and Social Assistance	582	6.66%
52 Finance and Insurance	551	6.30%
55 Management of Companies and Enterprises	421	4.82%
31–33 Manufacturing	415	4.75%
41 Wholesale Trade	410	4.69%
<b>Total Establishments for Top 10</b>	<b>7,026</b>	<b>80.36%</b>
<b>Total Establishments</b>	<b>8,743</b>	

2011

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	1,305	15.04%
23 Construction	941	10.84%
53 Real Estate and Rental and Leasing	923	10.63%
81 Other Services (except Public Administration)	727	8.38%
44–45 Retail Trade	726	8.37%
62 Health Care and Social Assistance	585	6.74%
52 Finance and Insurance	564	6.50%
41 Wholesale Trade	407	4.69%
31–33 Manufacturing	400	4.61%
56 Administrative and Support, Waste Management and Remediation Services	400	4.61%
<b>Total Establishments for Top 10</b>	<b>6,978</b>	<b>80.40%</b>
<b>Total Establishments</b>	<b>8,679</b>	

Kingston, ON

2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	1,210	14.30%
23 Construction	1,158	13.69%
44–45 Retail Trade	1,052	12.43%
53 Real Estate and Rental and Leasing	758	8.96%
81 Other Services (except Public Administration)	721	8.52%
62 Health Care and Social Assistance	537	6.35%
72 Accommodation and Food Services	461	5.45%
52 Finance and Insurance	415	4.91%
56 Administrative and Support, Waste Management and Remediation Services	400	4.73%
48–49 Transportation and Warehousing	337	3.98%
Total Establishments for Top 10	7,049	83.32%
Total Establishments	8,460	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	1,094	13.34%
23 Construction	1,060	12.92%
44–45 Retail Trade	973	11.86%
81 Other Services (except Public Administration)	749	9.13%
53 Real Estate and Rental and Leasing	728	8.88%
62 Health Care and Social Assistance	616	7.51%
52 Finance and Insurance	478	5.83%
72 Accommodation and Food Services	424	5.17%
56 Administrative and Support, Waste Management and Remediation Services	356	4.34%
48–49 Transportation and Warehousing	325	3.96%
Total Establishments for Top 10	6,803	82.94%
Total Establishments	8,202	

Kingston, ON

2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	1,097	13.51%
23 Construction	1,057	13.02%
44–45 Retail Trade	914	11.26%
81 Other Services (except Public Administration)	744	9.16%
53 Real Estate and Rental and Leasing	722	8.89%
62 Health Care and Social Assistance	653	8.04%
52 Finance and Insurance	466	5.74%
72 Accommodation and Food Services	429	5.28%
56 Administrative and Support, Waste Management and Remediation Services	350	4.31%
48–49 Transportation and Warehousing	307	3.78%
Total Establishments for Top 10	6,739	82.99%
Total Establishments	8,120	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	1,060	13.43%
23 Construction	1,027	13.01%
44–45 Retail Trade	870	11.02%
53 Real Estate and Rental and Leasing	743	9.41%
81 Other Services (except Public Administration)	741	9.39%
62 Health Care and Social Assistance	672	8.51%
52 Finance and Insurance	449	5.69%
72 Accommodation and Food Services	417	5.28%
56 Administrative and Support, Waste Management and Remediation Services	355	4.50%
48–49 Transportation and Warehousing	300	3.80%
Total Establishments for Top 10	6,634	84.03%
Total Establishments	7,895	

Kingston, ON

2010

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	1,093	13.15%
23 Construction	1,080	12.99%
53 Real Estate and Rental and Leasing	978	11.77%
44–45 Retail Trade	896	10.78%
81 Other Services (except Public Administration)	737	8.87%
62 Health Care and Social Assistance	734	8.83%
52 Finance and Insurance	455	5.47%
72 Accommodation and Food Services	409	4.92%
56 Administrative and Support, Waste Management and Remediation Services	361	4.34%
48–49 Transportation and Warehousing	295	3.55%
Total Establishments for Top 10	7,038	84.68%
Total Establishments	8,311	

2011

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	1,045	12.80%
23 Construction	1,019	12.48%
53 Real Estate and Rental and Leasing	994	12.18%
44–45 Retail Trade	887	10.86%
62 Health Care and Social Assistance	745	9.13%
81 Other Services (except Public Administration)	719	8.81%
52 Finance and Insurance	462	5.66%
72 Accommodation and Food Services	416	5.10%
56 Administrative and Support, Waste Management and Remediation Services	355	4.35%
48–49 Transportation and Warehousing	274	3.36%
Total Establishments for Top 10	6,916	84.71%
Total Establishments	8,164	

Sudbury, ON  
2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
44–45 Retail Trade	1,073	13.55%
23 Construction	1,008	12.73%
54 Professional, Scientific and Technical Services	831	10.50%
53 Real Estate and Rental and Leasing	761	9.61%
81 Other Services (except Public Administration)	677	8.55%
62 Health Care and Social Assistance	551	6.96%
41 Wholesale Trade	461	5.82%
72 Accommodation and Food Services	445	5.62%
52 Finance and Insurance	417	5.27%
48–49 Transportation and Warehousing	366	4.62%
Total Establishments for Top 10	6,590	83.23%
Total Establishments	7,918	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
44–45 Retail Trade	1,023	12.91%
23 Construction	987	12.45%
53 Real Estate and Rental and Leasing	806	10.17%
54 Professional, Scientific and Technical Services	802	10.12%
81 Other Services (except Public Administration)	672	8.48%
62 Health Care and Social Assistance	602	7.59%
52 Finance and Insurance	466	5.88%
41 Wholesale Trade	458	5.78%
72 Accommodation and Food Services	411	5.18%
48–49 Transportation and Warehousing	348	4.39%
Total Establishments for Top 10	6,575	82.94%
Total Establishments	7,927	

Sudbury, ON  
2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
44–45 Retail Trade	978	12.50%
23 Construction	951	12.16%
54 Professional, Scientific and Technical Services	832	10.64%
53 Real Estate and Rental and Leasing	805	10.29%
81 Other Services (except Public Administration)	684	8.74%
62 Health Care and Social Assistance	619	7.91%
52 Finance and Insurance	466	5.96%
41 Wholesale Trade	448	5.73%
72 Accommodation and Food Services	388	4.96%
48–49 Transportation and Warehousing	335	4.28%
Total Establishments for Top 10	6,506	83.18%
Total Establishments	7,822	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
44–45 Retail Trade	905	12.13%
23 Construction	876	11.74%
54 Professional, Scientific and Technical Services	830	11.13%
53 Real Estate and Rental and Leasing	780	10.46%
81 Other Services (except Public Administration)	648	8.69%
62 Health Care and Social Assistance	632	8.47%
52 Finance and Insurance	453	6.07%
41 Wholesale Trade	422	5.66%
72 Accommodation and Food Services	360	4.83%
55 Management of Companies and Enterprises	319	4.28%
Total Establishments for Top 10	6,225	83.46%
Total Establishments	7,459	

Sudbury, ON  
2010

Industry Sector	Number of Establishments	Percentage of Total Establishments
44–45 Retail Trade	971	12.19%
23 Construction	958	12.02%
53 Real Estate and Rental and Leasing	897	11.26%
54 Professional, Scientific and Technical Services	873	10.96%
81 Other Services (except Public Administration)	695	8.72%
62 Health Care and Social Assistance	664	8.33%
52 Finance and Insurance	479	6.01%
41 Wholesale Trade	423	5.31%
72 Accommodation and Food Services	389	4.88%
48–49 Transportation and Warehousing	315	3.95%
Total Establishments for Top 10	6,664	83.65%
Total Establishments	7,967	

2011

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	966	12.22%
44–45 Retail Trade	961	12.16%
53 Real Estate and Rental and Leasing	906	11.47%
54 Professional, Scientific and Technical Services	832	10.53%
62 Health Care and Social Assistance	688	8.71%
81 Other Services (except Public Administration)	677	8.57%
52 Finance and Insurance	493	6.24%
41 Wholesale Trade	411	5.20%
72 Accommodation and Food Services	385	4.87%
48–49 Transportation and Warehousing	311	3.94%
Total Establishments for Top 10	6,630	83.90%
Total Establishments	7,902	



Thunder Bay, ON  
2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
44–45 Retail Trade	813	12.22%
23 Construction	784	11.78%
53 Real Estate and Rental and Leasing	644	9.68%
81 Other Services (except Public Administration)	612	9.20%
54 Professional, Scientific and Technical Services	608	9.14%
62 Health Care and Social Assistance	398	5.98%
48–49 Transportation and Warehousing	386	5.80%
72 Accommodation and Food Services	380	5.71%
11 Agriculture, Forestry, Fishing and Hunting	377	5.67%
52 Finance and Insurance	334	5.02%
Total Establishments for Top 10	5,336	80.19%
Total Establishments	6,654	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
44–45 Retail Trade	761	11.58%
23 Construction	719	10.94%
53 Real Estate and Rental and Leasing	623	9.48%
81 Other Services (except Public Administration)	621	9.45%
54 Professional, Scientific and Technical Services	597	9.08%
62 Health Care and Social Assistance	438	6.66%
48–49 Transportation and Warehousing	376	5.72%
52 Finance and Insurance	366	5.57%
11 Agriculture, Forestry, Fishing and Hunting	360	5.48%
72 Accommodation and Food Services	360	5.48%
Total Establishments for Top 10	5,221	79.43%
Total Establishments	6,573	

Thunder Bay, ON  
2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
44–45 Retail Trade	713	11.17%
23 Construction	711	11.14%
81 Other Services (except Public Administration)	622	9.74%
54 Professional, Scientific and Technical Services	607	9.51%
53 Real Estate and Rental and Leasing	596	9.33%
62 Health Care and Social Assistance	458	7.17%
52 Finance and Insurance	370	5.79%
48–49 Transportation and Warehousing	355	5.56%
72 Accommodation and Food Services	344	5.39%
11 Agriculture, Forestry, Fishing and Hunting	325	5.09%
Total Establishments for Top 10	5,101	79.89%
Total Establishments	6,385	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	719	11.47%
44–45 Retail Trade	688	10.97%
81 Other Services (except Public Administration)	632	10.08%
53 Real Estate and Rental and Leasing	604	9.63%
54 Professional, Scientific and Technical Services	589	9.39%
62 Health Care and Social Assistance	465	7.42%
52 Finance and Insurance	367	5.85%
72 Accommodation and Food Services	331	5.28%
48–49 Transportation and Warehousing	326	5.20%
11 Agriculture, Forestry, Fishing and Hunting	283	4.51%
Total Establishments for Top 10	5,004	79.81%
Total Establishments	6,270	

Thunder Bay, ON

2010

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	725	11.57%
44–45 Retail Trade	695	11.09%
53 Real Estate and Rental and Leasing	662	10.57%
81 Other Services (except Public Administration)	620	9.90%
54 Professional, Scientific and Technical Services	590	9.42%
62 Health Care and Social Assistance	489	7.81%
52 Finance and Insurance	375	5.99%
72 Accommodation and Food Services	330	5.27%
48–49 Transportation and Warehousing	301	4.80%
41 Wholesale Trade	276	4.41%
Total Establishments for Top 10	5,063	80.81%
Total Establishments	6,265	

2011

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	714	11.46%
44–45 Retail Trade	679	10.90%
53 Real Estate and Rental and Leasing	672	10.78%
81 Other Services (except Public Administration)	623	10.00%
54 Professional, Scientific and Technical Services	605	9.71%
62 Health Care and Social Assistance	502	8.06%
52 52 - Finance and Insurance	372	5.97%
72 Accommodation and Food Services	314	5.04%
48–49 Transportation and Warehousing	287	4.61%
41 Wholesale Trade	266	4.27%
Total Establishments for Top 10	5,034	80.78%
Total Establishments	6,232	

Ontario  
2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	138,880	16.08%
23 Construction	103,081	11.94%
44–45 Retail Trade	83,024	9.61%
53 Real Estate and Rental and Leasing	76,762	8.89%
81 Other Services (except Public Administration)	59,411	6.88%
41 Wholesale Trade	46,860	5.43%
48–49 Transportation and Warehousing	45,838	5.31%
52 Finance and Insurance	45,253	5.24%
56 Administrative and Support, Waste Management and Remediation Services	42,255	4.89%
72 Accommodation and Food Services	39,282	4.55%
Total Establishments for Top 10	680,646	78.81%
Total Establishments	863,622	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	134,267	15.24%
23 Construction	99,363	11.28%
44–45 Retail Trade	80,783	9.17%
53 Real Estate and Rental and Leasing	79,137	8.98%
81 Other Services (except Public Administration)	72,791	8.26%
52 Finance and Insurance	51,653	5.86%
48–49 Transportation and Warehousing	47,069	5.34%
41 Wholesale Trade	46,396	5.27%
56 Administrative and Support, Waste Management and Remediation Services	40,098	4.55%
55 Management of Companies and Enterprises	39,212	4.45%
Total Establishments for Top 10	690,769	78.42%
Total Establishments	880,842	

Ontario  
2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	134,301	15.44%
23 Construction	99,123	11.40%
53 Real Estate and Rental and Leasing	79,360	9.13%
44–45 Retail Trade	77,515	8.91%
81 Other Services (except Public Administration)	73,237	8.42%
52 Finance and Insurance	50,913	5.85%
48–49 Transportation and Warehousing	47,279	5.44%
41 Wholesale Trade	43,787	5.04%
56 Administrative and Support, Waste Management and Remediation Services	39,243	4.51%
62 Health Care and Social Assistance	39,225	4.51%
<b>Total Establishments for Top 10</b>	<b>683,983</b>	<b>78.65%</b>
<b>Total Establishments</b>	<b>869,651</b>	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	133,816	15.32%
23 Construction	100,460	11.50%
53 Real Estate and Rental and Leasing	78,903	9.03%
81 Other Services (except Public Administration)	76,384	8.75%
44–45 Retail Trade	75,362	8.63%
52 Finance and Insurance	50,901	5.83%
48–49 Transportation and Warehousing	48,684	5.57%
41 Wholesale Trade	42,647	4.88%
62 Health Care and Social Assistance	42,009	4.81%
56 Administrative and Support, Waste Management and Remediation Services	39,854	4.56%
<b>Total Establishments for Top 10</b>	<b>689,020</b>	<b>78.89%</b>
<b>Total Establishments</b>	<b>873,391</b>	

Ontario  
2010

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	135,113	15.25%
23 Construction	103,171	11.64%
53 Real Estate and Rental and Leasing	89,291	10.08%
44–45 Retail Trade	75,897	8.56%
81 Other Services (except Public Administration)	75,894	8.56%
52 Finance and Insurance	51,319	5.79%
48–49 Transportation and Warehousing	48,211	5.44%
62 Health Care and Social Assistance	45,525	5.14%
41 Wholesale Trade	40,925	4.62%
56 Administrative and Support, Waste Management and Remediation Services	39,769	4.49%
Total Establishments for Top 10	705,115	79.57%
Total Establishments	886,137	

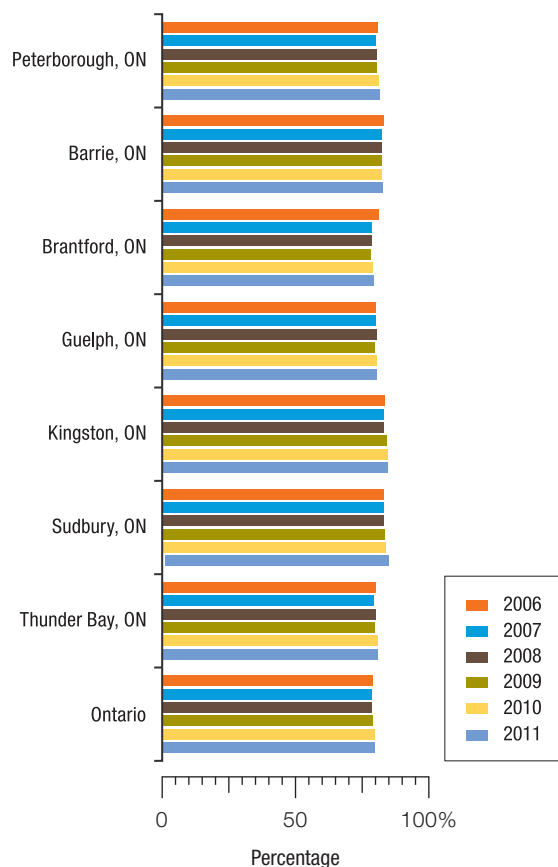
2011

Industry Sector	Number of Establishments	Percentage of Total Establishments
54 Professional, Scientific and Technical Services	134,150	15.25%
23 Construction	102,024	11.60%
53 Real Estate and Rental and Leasing	92,248	10.49%
44–45 Retail Trade	74,949	8.52%
81 Other Services (except Public Administration)	73,345	8.34%
52 Finance and Insurance	52,036	5.92%
48–49 Transportation and Warehousing	47,406	5.39%
62 Health Care and Social Assistance	46,399	5.27%
41 Wholesale Trade	39,748	4.52%
56 Administrative and Support, Waste Management and Remediation Services	38,970	4.43%
Total Establishments for Top 10	701,275	79.72%
Total Establishments	879,626	

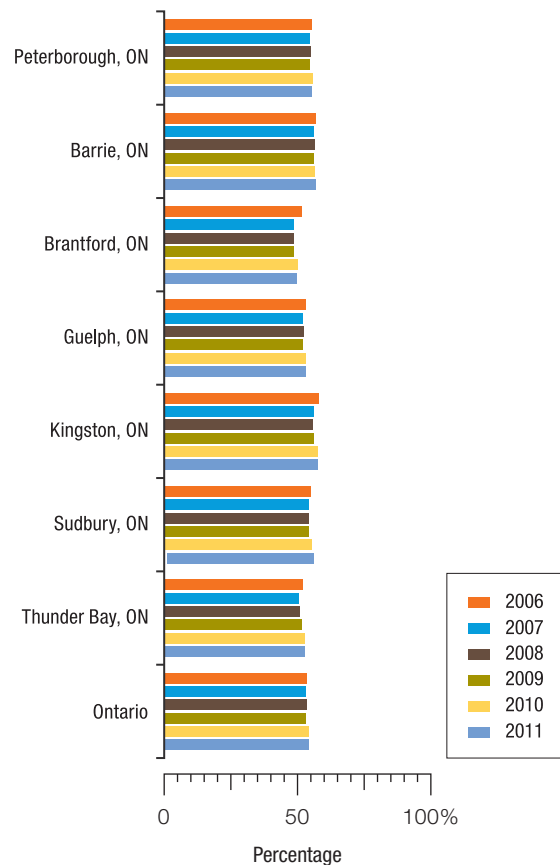
The top ten industry sectors by establishment count in Peterborough comprise 80.88 percent of all establishments in 2006 increasing to 81.42 percent in 2011 with the top five industry sectors by establishment count remaining relatively stable (55.22% to 55.26%) (**Exhibits 2.25 and 2.26**). In general, the concentrations among the top ten and top five industry sectors by establishments across the Canadian benchmarks are relatively stable between 2006 and 2011. Among the Canadian benchmarks, Barrie, ON and Brantford, ON have a decrease in concentration among the top ten industry sectors by establishments between 2006 and 2011.

Peterborough and Canadian benchmarks top ten industry sectors by establishment count concentrations (2-digit NAICS), 2006 to 2011

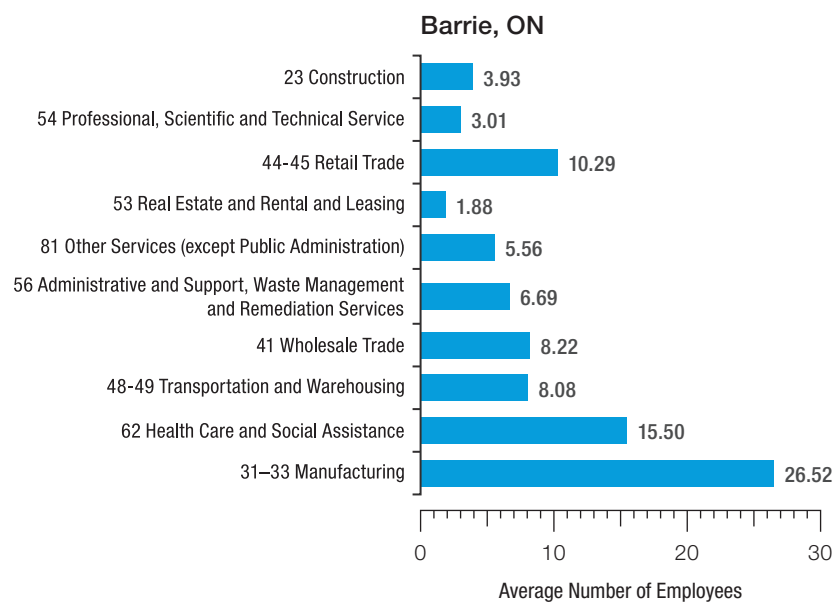
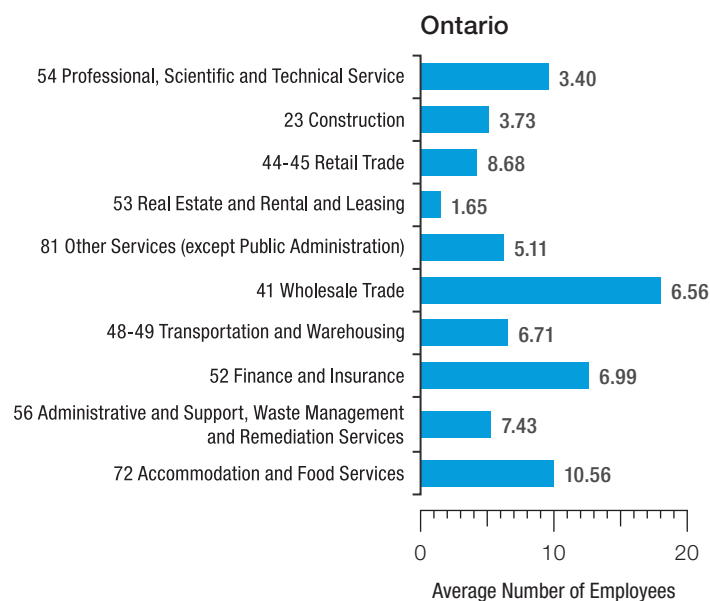
Exhibit 2.25

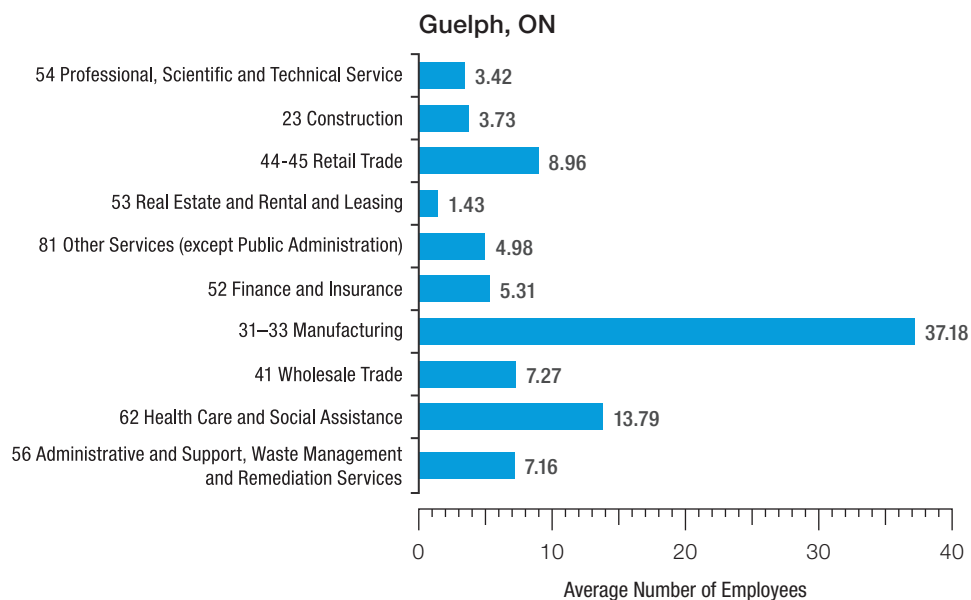
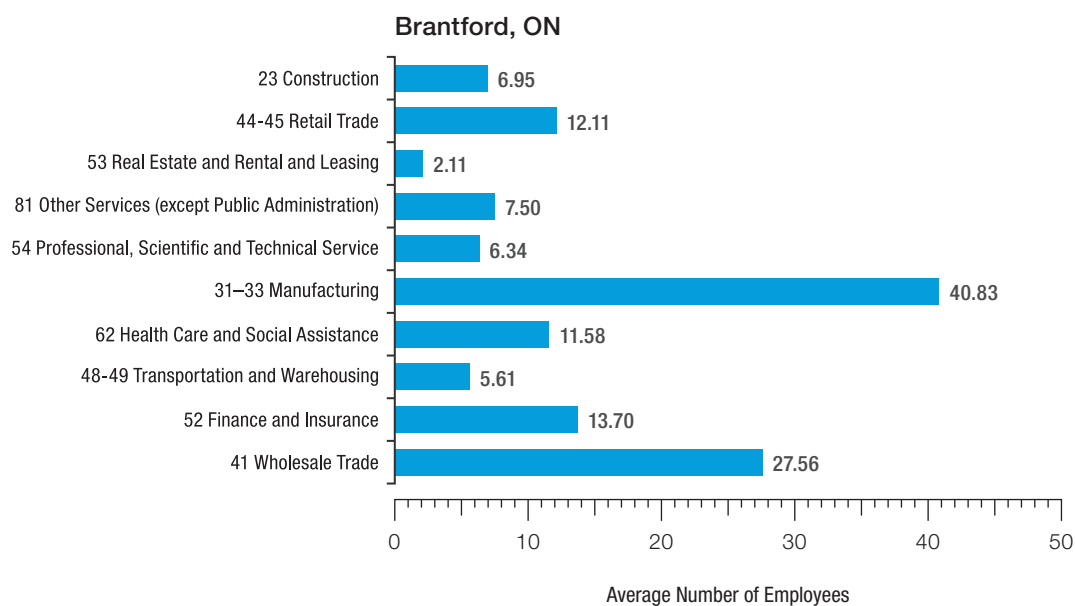


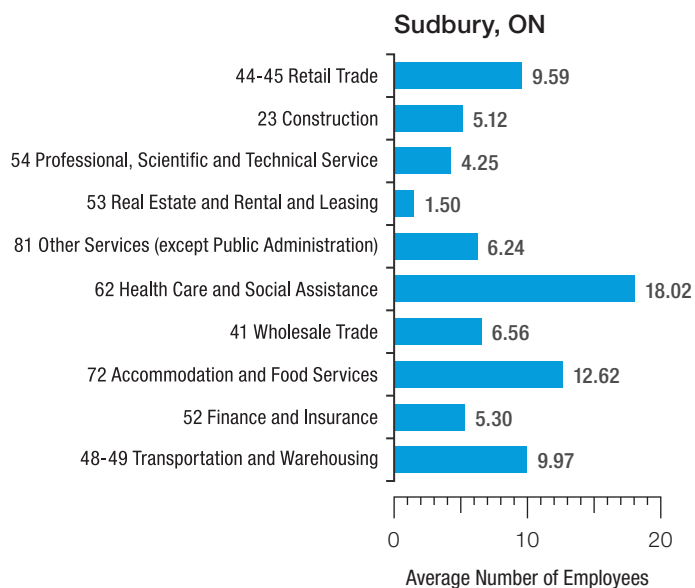
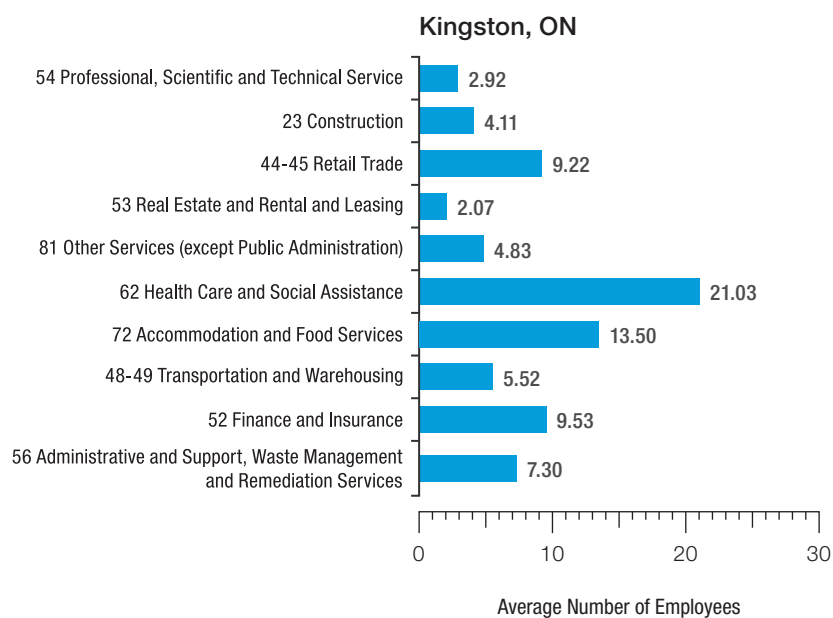


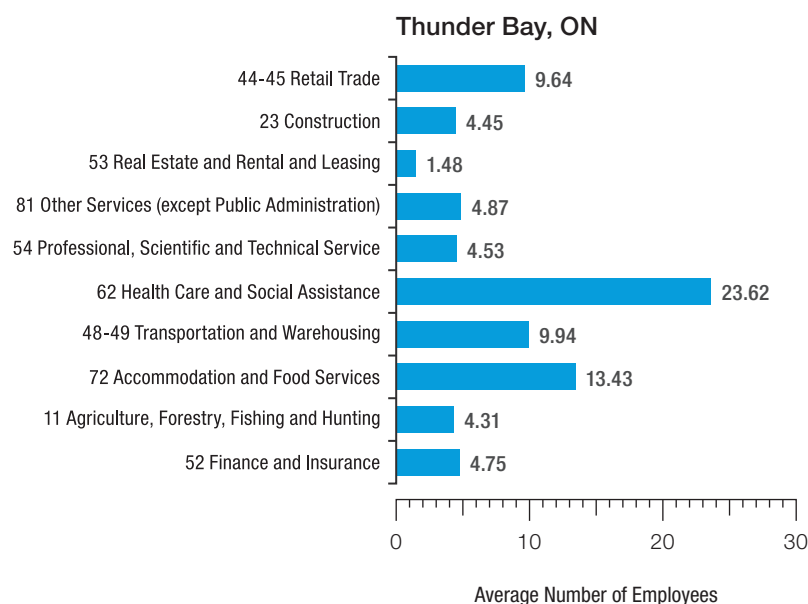


Examination of the average number of employees per establishment of the Canadian benchmarks finds variation in the size of the establishments when compared to Peterborough (**Exhibit 2.27**). For example, Peterborough has the largest number of establishments in construction with an average size of 4.39 employees, however, Brantford, ON's construction establishments has an average of 6.95 employees while Ontario has an average of 3.73 employees. Professional, scientific and technical services establishments are relatively small in Peterborough with an average of 3.93; however, Barrie, ON, Guelph, ON, and Kingston, ON all have smaller average number of employees. Indeed, the average number of employees in the professional, scientific and technical services establishments in Peterborough is higher than the Ontario average (3.40).









Using the 3-digit NAICS codes, the Canadian benchmarks have the same top three industry sectors by establishment count (though with different ranking) as Peterborough: professional, scientific and technical services; specialty trade contractors and real estate (**Exhibit 2.28**). While animal production is within Peterborough's top ten industry sectors in 2006 and 2011 this industry sector does not appear for any of the Canadian benchmarks. While Peterborough's top ten industry sectors by establishment count comprised between 55 to 57 percent of all establishments across the five year period, Brantford, ON and Thunder Bay, ON's top ten comprised a few percentage points less. Barrie, ON's top ten industry sector comprised the largest share of establishments among the benchmarks ranging from 58 to 60 percent.

Barrie, ON  
2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1,504	12.88%
238 Specialty Trade Contractors	1,297	11.11%
531 Real Estate	958	8.20%
561 Administrative and Support Services	664	5.69%
236 Construction of Buildings	553	4.74%
621 Ambulatory Health Care Services	432	3.70%
722 Food Services and Drinking Places	426	3.65%
484 Truck Transportation	397	3.40%
811 Repair and Maintenance	388	3.32%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	254	2.18%
Total Establishments for Top 10	6,873	58.86%
Total Establishments	11,676	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1,367	12.19%
238 Specialty Trade Contractors	1,167	10.41%
531 Real Estate	949	8.46%
561 Administrative and Support Services	624	5.57%
236 Construction of Buildings	502	4.48%
621 Ambulatory Health Care Services	465	4.15%
484 Truck Transportation	383	3.42%
722 Food Services and Drinking Places	381	3.40%
551 Management of Companies and Enterprises	362	3.23%
811 Repair and Maintenance	355	3.17%
Total Establishments for Top 10	6,555	58.46%
Total Establishments	11,212	

Barrie, ON  
2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1,379	12.36%
238 Specialty Trade Contractors	1,184	10.61%
531 Real Estate	964	8.64%
561 Administrative and Support Services	607	5.44%
236 Construction of Buildings	494	4.43%
621 Ambulatory Health Care Services	490	4.39%
484 Truck Transportation	383	3.43%
722 Food Services and Drinking Places	374	3.35%
551 Management of Companies and Enterprises	364	3.26%
811 Repair and Maintenance	354	3.17%
Total Establishments for Top 10	6,593	59.08%
Total Establishments	11,159	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1,358	12.05%
238 Specialty Trade Contractors	1,216	10.79%
531 Real Estate	1,060	9.40%
561 Administrative and Support Services	633	5.62%
621 Ambulatory Health Care Services	532	4.72%
236 Construction of Buildings	483	4.28%
722 Food Services and Drinking Places	387	3.43%
811 Repair and Maintenance	357	3.17%
484 Truck Transportation	354	3.14%
551 Management of Companies and Enterprises	347	3.08%
Total Establishments for Top 10	6,727	59.68%
Total Establishments	11,272	

Barrie, ON  
2010

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1,358	12.05%
238 Specialty Trade Contractors	1,216	10.79%
531 Real Estate	1,060	9.40%
561 Administrative and Support Services	633	5.62%
621 Ambulatory Health Care Services	532	4.72%
236 Construction of Buildings	483	4.28%
722 Food Services and Drinking Places	387	3.43%
811 Repair and Maintenance	357	3.17%
484 Truck Transportation	354	3.14%
551 Management of Companies and Enterprises	347	3.08%
Total Establishments for Top 10	6,727	59.68%
Total Establishments	11,272	

2011

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1,381	12.37%
238 Specialty Trade Contractors	1,178	10.55%
531 Real Estate	1,090	9.77%
561 Administrative and Support Services	607	5.44%
621 Ambulatory Health Care Services	552	4.95%
236 Construction of Buildings	480	4.30%
722 Food Services and Drinking Places	380	3.40%
811 Repair and Maintenance	354	3.17%
484 Truck Transportation	346	3.10%
551 Management of Companies and Enterprises	331	2.97%
Total Establishments for Top 10	6,699	60.02%
Total Establishments	11,161	



Brantford, ON  
2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	418	8.77%
531 Real Estate	414	8.69%
238 Specialty Trade Contractors	355	7.45%
561 Administrative and Support Services	226	4.74%
722 Food Services and Drinking Places	223	4.68%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	200	4.20%
484 Truck Transportation	191	4.01%
621 Ambulatory Health Care Services	183	3.84%
811 Repair and Maintenance	181	3.80%
236 Construction of Buildings	173	3.63%
Total Establishments for Top 10	2,564	53.82%
Total Establishments	4,764	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	607	8.45%
238 Specialty Trade Contractors	557	7.75%
531 Real Estate	536	7.46%
551 Management of Companies and Enterprises	323	4.49%
484 Truck Transportation	322	4.48%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	299	4.16%
561 Administrative and Support Services	297	4.13%
722 Food Services and Drinking Places	283	3.94%
236 Construction of Buildings	260	3.62%
111 Crop Production	258	3.59%
Total Establishments for Top 10	3,742	52.07%
Total Establishments	7,187	

Brantford, ON  
2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	617	8.65%
531 Real Estate	551	7.72%
238 Specialty Trade Contractors	548	7.68%
484 Truck Transportation	328	4.60%
551 Management of Companies and Enterprises	321	4.50%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	302	4.23%
561 Administrative and Support Services	300	4.21%
722 Food Services and Drinking Places	271	3.80%
111 Crop Production	270	3.79%
236 Construction of Buildings	257	3.60%
Total Establishments for Top 10	3,765	52.78%
Total Establishments	7,133	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	573	8.45%
238 Specialty Trade Contractors	527	7.77%
531 Real Estate	511	7.53%
484 Truck Transportation	305	4.50%
551 Management of Companies and Enterprises	299	4.41%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	295	4.35%
561 Administrative and Support Services	278	4.10%
111 Crop Production	275	4.05%
722 Food Services and Drinking Places	264	3.89%
621 Ambulatory Health Care Services	248	3.66%
Total Establishments for Top 10	3,575	52.70%
Total Establishments	6,784	

Brantford, ON

2010

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	652	9.00%
531 Real Estate	600	8.28%
238 Specialty Trade Contractors	566	7.81%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	304	4.20%
551 Management of Companies and Enterprises	297	4.10%
111 Crop Production	294	4.06%
484 Truck Transportation	293	4.04%
236 Construction of Buildings	283	3.91%
561 Administrative and Support Services	281	3.88%
621 Ambulatory Health Care Services	277	3.82%
Total Establishments for Top 10	3,847	53.10%
Total Establishments	7,245	

2011

Industry Sector	Number of Establishments	Percentage of Total Establishments
531 Real Estate	627	8.75%
541 Professional, Scientific and Technical Services	622	8.68%
238 Specialty Trade Contractors	550	7.68%
111 Crop Production	306	4.27%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	302	4.22%
551 Management of Companies and Enterprises	290	4.05%
484 Truck Transportation	286	3.99%
621 Ambulatory Health Care Services	286	3.99%
236 Construction of Buildings	274	3.83%
722 Food Services and Drinking Places	273	3.81%
Total Establishments for Top 10	3,816	53.27%
Total Establishments	7,163	

Guelph, ON  
2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1,337	16.20%
531 Real Estate	657	7.96%
238 Specialty Trade Contractors	525	6.36%
561 Administrative and Support Services	361	4.37%
621 Ambulatory Health Care Services	352	4.27%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	347	4.20%
722 Food Services and Drinking Places	312	3.78%
551 Management of Companies and Enterprises	302	3.66%
236 Construction of Buildings	275	3.33%
811 Repair and Maintenance	246	2.98%
Total Establishments for Top 10	4,714	57.12%
Total Establishments	8,253	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1,246	14.95%
531 Real Estate	710	8.52%
238 Specialty Trade Contractors	487	5.84%
551 Management of Companies and Enterprises	429	5.15%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	416	4.99%
621 Ambulatory Health Care Services	369	4.43%
561 Administrative and Support Services	336	4.03%
722 Food Services and Drinking Places	309	3.71%
236 Construction of Buildings	260	3.12%
811 Repair and Maintenance	244	2.93%
Total Establishments for Top 10	4,806	57.68%
Total Establishments	8,332	

Guelph, ON  
2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1,301	15.33%
531 Real Estate	731	8.61%
238 Specialty Trade Contractors	524	6.17%
551 Management of Companies and Enterprises	449	5.29%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	417	4.91%
621 Ambulatory Health Care Services	386	4.55%
561 Administrative and Support Services	352	4.15%
722 Food Services and Drinking Places	283	3.33%
236 Construction of Buildings	264	3.11%
811 Repair and Maintenance	246	2.90%
Total Establishments for Top 10	4,953	58.36%
Total Establishments	8,487	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1284	15.10%
531 Real Estate	722	8.49%
238 Specialty Trade Contractors	517	6.08%
621 Ambulatory Health Care Services	445	5.23%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	409	4.81%
551 Management of Companies and Enterprises	397	4.67%
561 Administrative and Support Services	363	4.27%
722 Food Services and Drinking Places	285	3.35%
236 Construction of Buildings	264	3.11%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	239	2.81%
Total Establishments for Top 10	5,195	57.93%
Total Establishments	8,679	

Guelph, ON  
2010

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1,315	15.04%
531 Real Estate	844	9.65%
238 Specialty Trade Contractors	550	6.29%
621 Ambulatory Health Care Services	456	5.22%
551 Management of Companies and Enterprises	421	4.82%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	419	4.79%
561 Administrative and Support Services	367	4.20%
722 Food Services and Drinking Places	289	3.31%
236 Construction of Buildings	272	3.11%
811 Repair and Maintenance	248	2.84%
Total Establishments for Top 10	5,181	59.26%
Total Establishments	8,743	

2011

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1,305	15.04%
531 Real Estate	871	10.04%
238 Specialty Trade Contractors	543	6.26%
621 Ambulatory Health Care Services	461	5.31%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	424	4.89%
551 Management of Companies and Enterprises	393	4.53%
561 Administrative and Support Services	380	4.38%
722 Food Services and Drinking Places	293	3.38%
236 Construction of Buildings	275	3.17%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	250	2.88%
Total Establishments for Top 10	5,195	59.86%
Total Establishments	8,679	

Kingston, ON

2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1,210	14.30%
238 Specialty Trade Contractors	705	8.33%
531 Real Estate	693	8.19%
621 Ambulatory Health Care Services	418	4.94%
561 Administrative and Support Services	385	4.55%
722 Food Services and Drinking Places	379	4.48%
236 Construction of Buildings	355	4.20%
811 Repair and Maintenance	284	3.36%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	281	3.32%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	227	2.68%
Total Establishments for Top 10	4,937	58.36%
Total Establishments	8,460	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1,094	13.34%
531 Real Estate	660	8.05%
238 Specialty Trade Contractors	658	8.02%
621 Ambulatory Health Care Services	485	5.91%
722 Food Services and Drinking Places	352	4.29%
561 Administrative and Support Services	342	4.17%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	337	4.11%
236 Construction of Buildings	312	3.80%
551 Management of Companies and Enterprises	275	3.35%
811 Repair and Maintenance	251	3.06%
Total Establishments for Top 10	4,766	58.11%
Total Establishments	8,202	

Kingston, ON

2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1,097	13.51%
531 Real Estate	665	8.19%
238 Specialty Trade Contractors	657	8.09%
621 Ambulatory Health Care Services	517	6.37%
722 Food Services and Drinking Places	350	4.31%
561 Administrative and Support Services	336	4.14%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	327	4.03%
236 Construction of Buildings	313	3.85%
551 Management of Companies and Enterprises	272	3.35%
811 Repair and Maintenance	245	3.02%
Total Establishments for Top 10	4,779	58.85%
Total Establishments	8,120	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1,060	13.43%
531 Real Estate	683	8.65%
238 Specialty Trade Contractors	642	8.13%
621 Ambulatory Health Care Services	507	6.42%
561 Administrative and Support Services	339	4.29%
722 Food Services and Drinking Places	338	4.28%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	317	4.02%
236 Construction of Buildings	305	3.86%
551 Management of Companies and Enterprises	251	3.18%
811 Repair and Maintenance	236	2.99%
Total Establishments for Top 10	4,678	59.25%
Total Establishments	7,895	



Kingston, ON

2010

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1,093	13.15%
531 Real Estate	924	11.12%
238 Specialty Trade Contractors	681	8.19%
621 Ambulatory Health Care Services	565	6.80%
561 Administrative and Support Services	344	4.14%
722 Food Services and Drinking Places	337	4.05%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	323	3.89%
236 Construction of Buildings	317	3.81%
551 Management of Companies and Enterprises	246	2.96%
811 Repair and Maintenance	236	2.84%
Total Establishments for Top 10	5,066	60.96%
Total Establishments	8,311	

2011

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	1,045	12.80%
531 Real Estate	943	11.55%
238 Specialty Trade Contractors	637	7.80%
621 Ambulatory Health Care Services	577	7.07%
722 Food Services and Drinking Places	342	4.19%
561 Administrative and Support Services	337	4.13%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	328	4.02%
236 Construction of Buildings	309	3.78%
551 Management of Companies and Enterprises	237	2.90%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	232	2.84%
Total Establishments for Top 10	4,987	61.09%
Total Establishments	8,164	

Sudbury, ON  
2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	831	10.50%
531 Real Estate	666	8.41%
238 Specialty Trade Contractors	607	7.67%
621 Ambulatory Health Care Services	440	5.56%
722 Food Services and Drinking Places	359	4.53%
561 Administrative and Support Services	327	4.13%
811 Repair and Maintenance	300	3.79%
236 Construction of Buildings	297	3.75%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	273	3.45%
551 Management of Companies and Enterprises	239	3.02%
Total Establishments for Top 10	4,339	54.80%
Total Establishments	7,918	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	802	10.12%
531 Real Estate	701	8.84%
238 Specialty Trade Contractors	592	7.47%
621 Ambulatory Health Care Services	487	6.14%
551 Management of Companies and Enterprises	328	4.14%
722 Food Services and Drinking Places	326	4.11%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	316	3.99%
561 Administrative and Support Services	308	3.89%
236 Construction of Buildings	293	3.70%
811 Repair and Maintenance	272	3.43%
Total Establishments for Top 10	4,425	55.82%
Total Establishments	7,927	

Sudbury, ON  
2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	832	10.64%
531 Real Estate	712	9.10%
238 Specialty Trade Contractors	564	7.21%
621 Ambulatory Health Care Services	503	6.43%
551 Management of Companies and Enterprises	333	4.26%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	311	3.98%
722 Food Services and Drinking Places	299	3.82%
236 Construction of Buildings	288	3.68%
561 Administrative and Support Services	288	3.68%
811 Repair and Maintenance	272	3.48%
Total Establishments for Top 10	4,402	56.28%
Total Establishments	7,822	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	830	11.13%
531 Real Estate	694	9.30%
238 Specialty Trade Contractors	519	6.96%
621 Ambulatory Health Care Services	492	6.60%
551 Management of Companies and Enterprises	319	4.28%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	309	4.14%
561 Administrative and Support Services	284	3.81%
722 Food Services and Drinking Places	277	3.71%
236 Construction of Buildings	274	3.67%
811 Repair and Maintenance	246	3.30%
Total Establishments for Top 10	4,244	56.90%
Total Establishments	7,459	

Sudbury, ON  
2010

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	873	10.96%
531 Real Estate	804	10.09%
238 Specialty Trade Contractors	571	7.17%
621 Ambulatory Health Care Services	515	6.46%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	328	4.12%
551 Management of Companies and Enterprises	313	3.93%
722 Food Services and Drinking Places	303	3.80%
236 Construction of Buildings	293	3.68%
561 Administrative and Support Services	282	3.54%
811 Repair and Maintenance	272	3.41%
Total Establishments for Top 10	4,554	57.16%
Total Establishments	7,967	

2011

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	832	10.53%
531 Real Estate	819	10.36%
238 Specialty Trade Contractors	580	7.34%
621 Ambulatory Health Care Services	536	6.78%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	339	4.29%
551 Management of Companies and Enterprises	311	3.94%
722 Food Services and Drinking Places	297	3.76%
236 Construction of Buildings	292	3.70%
561 Administrative and Support Services	274	3.47%
811 Repair and Maintenance	263	3.33%
Total Establishments for Top 10	4,543	57.49%
Total Establishments	7,902	

Thunder Bay, ON  
2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	608	9.14%
531 Real Estate	559	8.40%
238 Specialty Trade Contractors	415	6.24%
621 Ambulatory Health Care Services	318	4.78%
722 Food Services and Drinking Places	299	4.49%
484 Truck Transportation	261	3.92%
236 Construction of Buildings	260	3.91%
561 Administrative and Support Services	259	3.89%
113 Forestry and Logging	254	3.82%
811 Repair and Maintenance	245	3.68%
Total Establishments for Top 10	3,478	52.27%
Total Establishments	6,654	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	597	9.08%
531 Real Estate	540	8.22%
238 Specialty Trade Contractors	391	5.95%
621 Ambulatory Health Care Services	359	5.46%
722 Food Services and Drinking Places	284	4.32%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	265	4.03%
551 Management of Companies and Enterprises	264	4.02%
561 Administrative and Support Services	246	3.74%
484 Truck Transportation	245	3.73%
113 Forestry and Logging	235	3.58%
Total Establishments for Top 10	3,426	52.12%
Total Establishments	6,573	

Thunder Bay, ON  
2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	607	9.51%
531 Real Estate	526	8.24%
238 Specialty Trade Contractors	394	6.17%
621 Ambulatory Health Care Services	376	5.89%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	267	4.18%
722 Food Services and Drinking Places	264	4.13%
551 Management of Companies and Enterprises	254	3.98%
561 Administrative and Support Services	238	3.73%
236 Construction of Buildings	223	3.49%
484 Truck Transportation	223	3.49%
<b>Total Establishments for Top 10</b>	<b>3,372</b>	<b>52.81%</b>
<b>Total Establishments</b>	<b>6,385</b>	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	589	9.39%
531 Real Estate	533	8.50%
238 Specialty Trade Contractors	401	6.40%
621 Ambulatory Health Care Services	374	5.96%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	266	4.24%
551 Management of Companies and Enterprises	257	4.10%
722 Food Services and Drinking Places	253	4.04%
561 Administrative and Support Services	238	3.80%
236 Construction of Buildings	230	3.67%
811 Repair and Maintenance	212	3.38%
<b>Total Establishments for Top 10</b>	<b>3,353</b>	<b>53.48%</b>
<b>Total Establishments</b>	<b>6,270</b>	

Thunder Bay, ON  
2010

Industry Sector	Number of Establishments	Percentage of Total Establishments
531 Real Estate	596	9.51%
541 Professional, Scientific and Technical Services	590	9.42%
238 Specialty Trade Contractors	403	6.43%
621 Ambulatory Health Care Services	380	6.07%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	276	4.41%
722 Food Services and Drinking Places	256	4.09%
551 Management of Companies and Enterprises	245	3.91%
236 Construction of Buildings	234	3.74%
561 Administrative and Support Services	228	3.64%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	214	3.42%
Total Establishments for Top 10	3,422	54.62%
Total Establishments	6,265	

2011

Industry Sector	Number of Establishments	Percentage of Total Establishments
531 Real Estate	612	9.82%
541 Professional, Scientific and Technical Services	605	9.71%
238 Specialty Trade Contractors	397	6.37%
621 Ambulatory Health Care Services	392	6.29%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	278	4.46%
551 Management of Companies and Enterprises	245	3.93%
722 Food Services and Drinking Places	243	3.90%
561 Administrative and Support Services	234	3.75%
236 Construction of Buildings	229	3.67%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	211	3.39%
Total Establishments for Top 10	3,446	55.30%
Total Establishments	6,232	

Ontario  
2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	138,880	16.08%
531 Real Estate	69,975	8.10%
238 Specialty Trade Contractors	61,249	7.09%
561 Administrative and Support Services	41,049	4.75%
722 Food Services and Drinking Places	34,294	3.97%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	32,247	3.73%
236 Construction of Buildings	31,736	3.67%
484 Truck Transportation	27,693	3.21%
551 Management of Companies and Enterprises	27,692	3.21%
621 Ambulatory Health Care Services	27,548	3.19%
Total Establishments for Top 10	492,363	57.01%
Total Establishments	6,654	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	134,267	15.24%
531 Real Estate	72,560	8.24%
238 Specialty Trade Contractors	57,863	6.57%
551 Management of Companies and Enterprises	39,212	4.45%
561 Administrative and Support Services	38,820	4.41%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	37,734	4.28%
722 Food Services and Drinking Places	33,258	3.78%
236 Construction of Buildings	30,677	3.48%
621 Ambulatory Health Care Services	30,135	3.42%
484 Truck Transportation	29,264	3.32%
Total Establishments for Top 10	503,790	57.19%
Total Establishments	880,842	



Ontario  
2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	134,301	15.44%
531 Real Estate	73,223	8.42%
238 Specialty Trade Contractors	58,455	6.72%
551 Management of Companies and Enterprises	39,213	4.51%
561 Administrative and Support Services	37,970	4.37%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	36,978	4.25%
621 Ambulatory Health Care Services	31,202	3.59%
722 Food Services and Drinking Places	30,921	3.56%
236 Construction of Buildings	30,330	3.49%
484 Truck Transportation	29,862	3.43%
Total Establishments for Top 10	502,455	57.78%
Total Establishments	869,651	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	133,816	15.32%
531 Real Estate	72,915	8.35%
238 Specialty Trade Contractors	59,435	6.81%
561 Administrative and Support Services	38,497	4.41%
551 Management of Companies and Enterprises	38,487	4.41%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	37,038	4.24%
621 Ambulatory Health Care Services	32,222	3.69%
236 Construction of Buildings	30,804	3.53%
722 Food Services and Drinking Places	30,533	3.50%
484 Truck Transportation	29,451	3.37%
Total Establishments for Top 10	503,198	57.61%
Total Establishments	873,391	

Ontario  
2010

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	135,113	15.25%
531 Real Estate	83,473	9.42%
238 Specialty Trade Contractors	61,251	6.91%
561 Administrative and Support Services	38,435	4.34%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	37,331	4.21%
551 Management of Companies and Enterprises	36,720	4.14%
621 Ambulatory Health Care Services	35,244	3.98%
236 Construction of Buildings	31,874	3.60%
722 Food Services and Drinking Places	30,404	3.43%
484 Truck Transportation	28,440	3.21%
<b>Total Establishments for Top 10</b>	<b>518,285</b>	<b>58.49%</b>
<b>Total Establishments</b>	<b>886,137</b>	

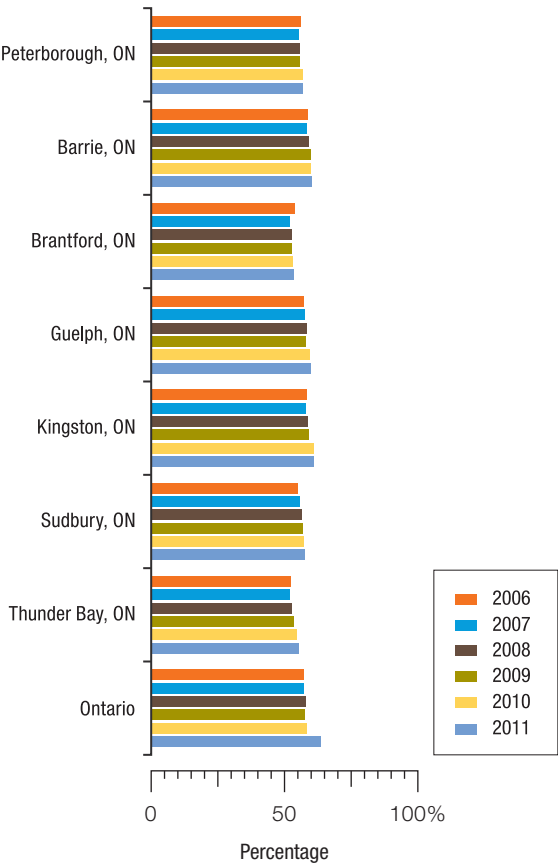
2011

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	134,150	15.25%
531 Real Estate	86,704	9.86%
238 Specialty Trade Contractors	60,242	6.85%
523 Securities, Commodity Contracts, and Other Financial Investment and Related Activities	38,250	4.35%
561 Administrative and Support Services	37,623	4.28%
621 Ambulatory Health Care Services	36,034	4.10%
551 Management of Companies and Enterprises	35,766	4.07%
236 Construction of Buildings	31,829	3.62%
722 Food Services and Drinking Places	30,032	3.41%
484 Truck Transportation	27,766	3.16%
<b>Total Establishments for Top 10</b>	<b>518,396</b>	<b>58.93%</b>
<b>Total Establishments</b>	<b>879,626</b>	

The top ten industry sectors by establishment count in Peterborough comprise 55.95 percent of all establishments in 2006 increasing almost one percentage point to 56.93 percent in 2011 with the top five industry sectors by establishment count increased by a larger percentage (38.16% to 39.47%) (**Exhibits 2.29** and **2.30**). Similar to the results of the 2-digit NAICS, the concentrations among the top ten and top five industry sectors by establishment count at the 3-digit NAICS across the Canadian benchmarks are relatively stable between 2006 and 2011. Peterborough is less concentrated in

Peterborough and Canadian benchmarks top ten industry sectors by establishment count concentrations (3-digit NAICS), 2006 to 2011

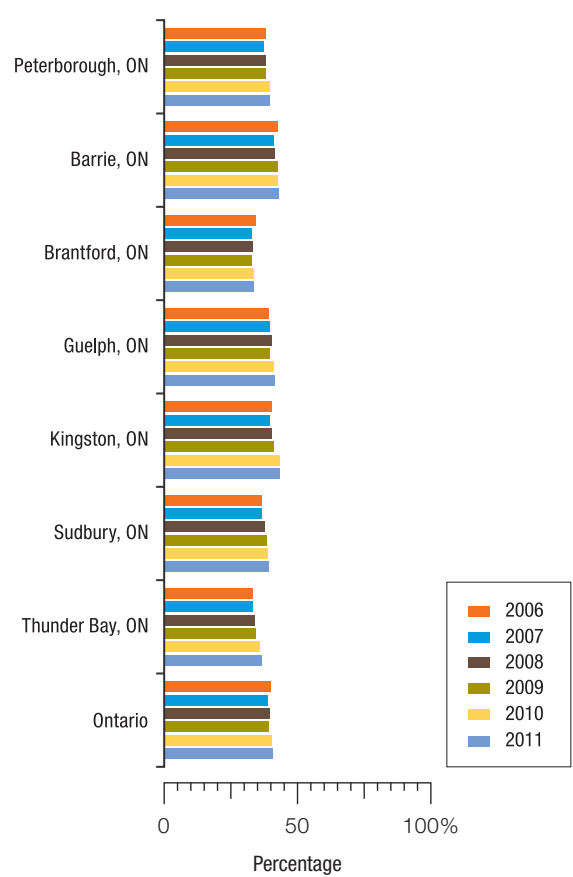
Exhibit 2.29



top ten industry sectors by establishment count than Ontario. Between 2006 and 2011, Peterborough is generally more concentrated among its top ten industry sectors by establishment count than Barrie, ON, Guelph, ON, Kinston and Sudbury, ON. However, examination of the top five industry sectors by establishment count finds Peterborough less concentrated than Barrie, ON, Guelph, ON and Kingston, ON.

Peterborough and Canadian benchmarks top five establishments concentrations (3-digit NAICS), 2006 to 2011

Exhibit 2.30



## United States Benchmarks Top Industry Sectors by Establishment Counts 2006 to 2009

Using the 2-digit NAICS codes, the American benchmarks have the same or similar top ten industry sectors by establishment count (**Exhibit 2.31**). Bloomington, IL, Victoria, TX and Wenatchee, WA have the same top ten industries while Battle Creek, MI and Decatur, AL have manufacturing industry sector rather than the real estate and rental and leasing in their top ten industry sectors. While the top ten industry sectors comprise approximately 80 percent of all establishments in Peterborough, the

United States benchmarks top ten industry sectors by establishment count  
(2-digit NAICS), 2006 to 2009

Exhibit 2.31.1

### Battle Creek, MI 2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
44 Retail Trade	499	17.36%
62 Health Care and Social Assistance	353	12.28%
81 Other Services (except Public Administration)	350	12.18%
72 Accommodation and Food Services	289	10.06%
23 Construction	230	8.00%
54 Professional, Scientific and Technical Services	215	7.48%
31 Manufacturing	181	6.30%
52 Finance and Insurance	163	5.67%
56 Administrative and Support, Waste Management and Remediation Services	152	5.29%
42 Wholesale Trade	116	4.04%
<b>Total Establishments for Top 10</b>	<b>2,548</b>	<b>88.66%</b>
<b>Total Establishments</b>	<b>2,874</b>	

### 2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
44 Retail Trade	531	18.44%
81 Other Services (except Public Administration)	348	12.08%
62 Health Care and Social Assistance	338	11.74%
72 Accommodation and Food Services	278	9.65%
23 Construction	216	7.50%
54 Professional, Scientific and Technical Services	216	7.50%
31 Manufacturing	181	6.28%
52 Finance and Insurance	175	6.08%
56 Administrative and Support, Waste Management and Remediation Services	145	5.03%
42 Wholesale Trade	119	4.13%
<b>Total Establishments for Top 10</b>	<b>2,547</b>	<b>88.44%</b>
<b>Total Establishments</b>	<b>2,880</b>	

benchmarks in the United States comprise a much larger share ranging from a low of approximately 85 percent in Victoria, TX to a high of 90 percent in Decatur, AL. Construction and retail trade are the top two industry sectors in Peterborough which is the same for Bloomington, IL and Wenatchee, WA the other three benchmarks have retail trade and health care and social assistance as their top two industries.

United States benchmarks top ten industry sectors by establishment count  
(2-digit NAICS), 2006 to 2009, (cont.)

Exhibit 2.31.2

**Battle Creek, MI  
2008**

Industry Sector	Number of Establishments	Percentage of Total Establishments
44 Retail Trade	521	18.54%
62 Health Care and Social Assistance	346	12.31%
81 Other Services (except Public Administration)	334	11.89%
72 Accommodation and Food Services	283	10.07%
54 Professional, Scientific and Technical Services	210	7.47%
23 Construction	190	6.76%
52 Finance and Insurance	177	6.30%
31 Manufacturing	175	6.23%
56 Administrative and Support, Waste Management and Remediation Services	147	5.23%
42 Wholesale Trade	114	4.06%
<b>Total Establishments for Top 10</b>	<b>2,497</b>	<b>88.86%</b>
<b>Total Establishments</b>	<b>2,810</b>	

**2009**

Industry Sector	Number of Establishments	Percentage of Total Establishments
44 Retail Trade	508	18.66%
62 Health Care and Social Assistance	345	12.67%
81 Other Services (except Public Administration)	321	11.79%
72 Accommodation and Food Services	279	10.25%
54 Professional, Scientific and Technical Services	203	7.46%
23 Construction	187	6.87%
31 Manufacturing	166	6.10%
52 Finance and Insurance	164	6.02%
56 Administrative and Support, Waste Management and Remediation Services	130	4.77%
42 Wholesale Trade	110	4.04%
<b>Total Establishments for Top 10</b>	<b>2,413</b>	<b>88.62%</b>
<b>Total Establishments</b>	<b>2,723</b>	

Bloomington, IL  
2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
44 Retail Trade	590	15.70%
23 Construction	435	11.57%
81 Other Services (except Public Administration)	417	11.09%
72 Accommodation and Food Services	360	9.58%
54 Professional, Scientific and Technical Services	339	9.02%
62 Health Care and Social Assistance	328	8.73%
52 Finance and Insurance	275	7.32%
42 Wholesale Trade	202	5.37%
56 Administrative and Support, Waste Management and Remediation Services	190	5.05%
53 Real Estate and Rental and Leasing	160	4.26%
Total Establishments for Top 10	3,296	87.68%
Total Establishments	3,759	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
44 Retail Trade	593	15.61%
23 Construction	433	11.39%
81 Other Services (except Public Administration)	409	10.76%
72 Accommodation and Food Services	376	9.89%
54 Professional, Scientific and Technical Services	354	9.32%
62 Health Care and Social Assistance	326	8.58%
52 Finance and Insurance	284	7.47%
42 Wholesale Trade	204	5.37%
56 Administrative and Support, Waste Management and Remediation Services	198	5.21%
53 Real Estate and Rental and Leasing	154	4.05%
Total Establishments for Top 10	3,331	87.66%
Total Establishments	3,800	

Bloomington, IL

2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
44 Retail Trade	583	15.36%
23 Construction	444	11.70%
81 Other Services (except Public Administration)	391	10.30%
72 Accommodation and Food Services	373	9.83%
54 Professional, Scientific and Technical Services	351	9.25%
62 Health Care and Social Assistance	330	8.70%
52 Finance and Insurance	284	7.48%
56 Administrative and Support, Waste Management and Remediation Services	217	5.72%
42 Wholesale Trade	195	5.14%
53 Real Estate and Rental and Leasing	155	4.08%
Total Establishments for Top 10	3,323	87.56%
Total Establishments	3,795	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
44 Retail Trade	569	15.42%
23 Construction	411	11.14%
81 Other Services (except Public Administration)	390	10.57%
72 Accommodation and Food Services	368	9.97%
54 Professional, Scientific and Technical Services	338	9.16%
62 Health Care and Social Assistance	331	8.97%
52 Finance and Insurance	277	7.50%
56 Administrative and Support, Waste Management and Remediation Services	210	5.69%
42 Wholesale Trade	197	5.34%
53 Real Estate and Rental and Leasing	147	3.98%
Total Establishments for Top 10	3,238	87.73%
Total Establishments	3,691	



Decatur, AL  
2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
44 Retail Trade	624	19.53%
62 Health Care and Social Assistance	378	11.83%
81 Other Services (except Public Administration)	375	11.74%
23 Construction	288	9.01%
54 Professional, Scientific and Technical Services	248	7.76%
72 Accommodation and Food Services	220	6.89%
31 Manufacturing	218	6.82%
52 Finance and Insurance	207	6.48%
42 Wholesale Trade	189	5.92%
56 Administrative and Support, Waste Management and Remediation Services	113	3.54%
Total Establishments for Top 10	2,860	89.51%
Total Establishments	3,195	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
44 Retail Trade	628	19.17%
62 Health Care and Social Assistance	388	11.84%
81 Other Services (except Public Administration)	375	11.45%
23 Construction	295	9.00%
54 Professional, Scientific and Technical Services	265	8.09%
72 Accommodation and Food Services	249	7.60%
31 Manufacturing	227	6.93%
52 Finance and Insurance	211	6.44%
42 Wholesale Trade	194	5.92%
56 Administrative and Support, Waste Management and Remediation Services	118	3.60%
Total Establishments for Top 10	2,950	90.05%
Total Establishments	3,276	

Decatur, AL

2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
44 Retail Trade	617	19.18%
62 Health Care and Social Assistance	387	12.03%
81 Other Services (except Public Administration)	362	11.25%
23 Construction	277	8.61%
54 Professional, Scientific and Technical Services	255	7.93%
72 Accommodation and Food Services	252	7.83%
31 Manufacturing	222	6.90%
52 Finance and Insurance	212	6.59%
42 Wholesale Trade	190	5.91%
56 Administrative and Support, Waste Management and Remediation Services	113	3.51%
Total Establishments for Top 10	2,887	89.74%
Total Establishments	3,217	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
44 Retail Trade	602	19.15%
62 Health Care and Social Assistance	383	12.18%
81 Other Services (except Public Administration)	362	11.51%
23 Construction	263	8.37%
72 Accommodation and Food Services	248	7.89%
54 Professional, Scientific and Technical Services	244	7.76%
31 Manufacturing	220	7.00%
52 Finance and Insurance	206	6.55%
42 Wholesale Trade	178	5.66%
56 Administrative and Support, Waste Management and Remediation Services	122	3.88%
Total Establishments for Top 10	2,828	89.95%
Total Establishments	3,144	

Victoria, TX  
2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
44 Retail Trade	477	17.17%
62 Health Care and Social Assistance	346	12.46%
81 Other Services (except Public Administration)	297	10.69%
72 Accommodation and Food Services	240	8.64%
23 Construction	233	8.39%
54 Professional, Scientific and Technical Services	204	7.34%
52 Finance and Insurance	179	6.44%
42 Wholesale Trade	145	5.22%
53 Real Estate and Rental and Leasing	125	4.50%
56 Administrative and Support, Waste Management and Remediation Services	104	3.74%
Total Establishments for Top 10	2,350	84.59%
Total Establishments	2,778	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
44 Retail Trade	484	17.02%
62 Health Care and Social Assistance	359	12.62%
81 Other Services (except Public Administration)	294	10.34%
72 Accommodation and Food Services	239	8.40%
23 Construction	236	8.30%
54 Professional, Scientific and Technical Services	204	7.17%
52 Finance and Insurance	183	6.43%
42 Wholesale Trade	148	5.20%
53 Real Estate and Rental and Leasing	139	4.89%
56 Administrative and Support, Waste Management and Remediation Services	111	3.90%
Total Establishments for Top 10	2,397	84.28%
Total Establishments	2,844	

Victoria, TX  
2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
44 Retail Trade	482	17.27%
62 Health Care and Social Assistance	357	12.79%
81 Other Services (except Public Administration)	281	10.07%
23 Construction	235	8.42%
72 Accommodation and Food Services	232	8.31%
54 Professional, Scientific and Technical Services	194	6.95%
52 Finance and Insurance	192	6.88%
53 Real Estate and Rental and Leasing	148	5.30%
42 Wholesale Trade	138	4.94%
56 Administrative and Support, Waste Management and Remediation Services	111	3.98%
Total Establishments for Top 10	2,370	84.92%
Total Establishments	2,791	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
44 Retail Trade	479	17.32%
62 Health Care and Social Assistance	359	12.98%
81 Other Services (except Public Administration)	274	9.91%
72 Accommodation and Food Services	229	8.28%
23 Construction	226	8.17%
52 Finance and Insurance	199	7.19%
54 Professional, Scientific and Technical Services	188	6.80%
42 Wholesale Trade	140	5.06%
53 Real Estate and Rental and Leasing	139	5.03%
56 Administrative and Support, Waste Management and Remediation Services	113	4.09%
Total Establishments for Top 10	2,346	84.82%
Total Establishments	2,766	

Wenatchee, WA

2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	508	16.36%
44 Retail Trade	481	15.49%
72 Accommodation and Food Services	307	9.89%
81 Other Services (except Public Administration)	284	9.15%
62 Health Care and Social Assistance	262	8.44%
54 Professional, Scientific and Technical Services	236	7.60%
52 Finance and Insurance	173	5.57%
53 Real Estate and Rental and Leasing	155	4.99%
42 Wholesale Trade	146	4.70%
56 Administrative and Support, Waste Management and Remediation Services	136	4.38%
Total Establishments for Top 10	2,688	86.57%
Total Establishments	3,105	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	587	18.11%
44 Retail Trade	495	15.27%
72 Accommodation and Food Services	326	10.06%
81 Other Services (except Public Administration)	288	8.89%
62 Health Care and Social Assistance	264	8.15%
54 Professional, Scientific and Technical Services	230	7.10%
52 Finance and Insurance	189	5.83%
42 Wholesale Trade	156	4.81%
56 Administrative and Support, Waste Management and Remediation Services	152	4.69%
53 Real Estate and Rental and Leasing	150	4.63%
Total Establishments for Top 10	2,837	87.53%
Total Establishments	3,241	

Wenatchee, WA

2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	573	17.78%
44 Retail Trade	489	15.18%
72 Accommodation and Food Services	327	10.15%
81 Other Services (except Public Administration)	291	9.03%
62 Health Care and Social Assistance	265	8.22%
54 Professional, Scientific and Technical Services	218	6.77%
52 Finance and Insurance	190	5.90%
42 Wholesale Trade	155	4.81%
53 Real Estate and Rental and Leasing	153	4.75%
56 Administrative and Support, Waste Management and Remediation Services	146	4.53%
Total Establishments for Top 10	2,807	87.12%
Total Establishments	3,222	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
23 Construction	506	16.19%
44 Retail Trade	486	15.55%
72 Accommodation and Food Services	317	10.14%
81 Other Services (except Public Administration)	293	9.38%
62 Health Care and Social Assistance	265	8.48%
54 Professional, Scientific and Technical Services	221	7.07%
52 Finance and Insurance	190	6.08%
42 Wholesale Trade	151	4.83%
56 Administrative and Support, Waste Management and Remediation Services	150	4.80%
53 Real Estate and Rental and Leasing	145	4.64%
Total Establishments for Top 10	2,724	87.17%
Total Establishments	3,125	

Using the 3-digit NAICS codes, the top ten industry sectors by establishment count in Peterborough comprise a slightly higher share of establishments (55 to 56 percent) than their American counterparts ranging from 51 to 55 percent (**Exhibit 2.32**). Unlike the results of the 2-digit NAICS code comparison, the top ten industry sectors by establishment count differ both in terms of industry sector and order of the industry sectors. Wenatchee, WA has the largest number of similar industries at eight while Battle Creek, MI and Decatur, AL differ by four industry sectors. These trends generally continue between 2006 and 2009.

United States benchmarks top ten industry sectors by establishment count (3-digit NAICS), 2006 to 2009

Exhibit 2.32.1

**Battle Creek, MI**  
**2006**

Industry Sector	Number of Establishments	Percentage of Total Establishments
722 Food Services and Drinking Places	261	9.13%
621 Ambulatory Health Care Services	237	8.29%
541 Professional, Scientific and Technical Services	215	7.52%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	165	5.77%
238 Specialty Trade Contractors	153	5.35%
561 Administrative and Support Services	144	5.03%
811 Repair and Maintenance	95	3.32%
812 Personal and Laundry Services	90	3.15%
524 Insurance Carriers and Related Activities	75	2.62%
522 Credit Intermediation and Related Activities	72	2.52%
<b>Total Establishments for Top 10</b>	<b>1,507</b>	<b>52.69%</b>
<b>Total Establishments</b>	<b>2,860</b>	

**2007**

Industry Sector	Number of Establishments	Percentage of Total Establishments
722 Food Services and Drinking Places	249	8.66%
621 Ambulatory Health Care Services	226	7.86%
541 Professional, Scientific and Technical Services	216	7.51%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	163	5.67%
238 Specialty Trade Contractors	141	4.90%
561 Administrative and Support Services	139	4.83%
811 Repair and Maintenance	100	3.48%
522 Credit Intermediation and Related Activities	85	2.96%
812 Personal and Laundry Services	85	2.96%
524 Insurance Carriers and Related Activities	72	2.50%
<b>Total Establishments for Top 10</b>	<b>1,476</b>	<b>51.32%</b>
<b>Total Establishments</b>	<b>2,876</b>	

Battle Creek, MI

2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
722 Food Services and Drinking Places	254	9.06%
621 Ambulatory Health Care Services	240	8.56%
541 Professional, Scientific and Technical Services	210	7.49%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	160	5.71%
561 Administrative and Support Services	139	4.96%
238 Specialty Trade Contractors	125	4.46%
811 Repair and Maintenance	96	3.42%
522 Credit Intermediation and Related Activities	84	3.00%
812 Personal and Laundry Services	78	2.78%
524 Insurance Carriers and Related Activities	73	2.60%
<b>Total Establishments for Top 10</b>	<b>1,459</b>	<b>52.03%</b>
<b>Total Establishments</b>	<b>2,804</b>	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
722 Food Services and Drinking Places	249	9.14%
621 Ambulatory Health Care Services	234	8.59%
541 Professional, Scientific and Technical Services	203	7.46%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	159	5.84%
238 Specialty Trade Contractors	123	4.52%
561 Administrative and Support Services	123	4.52%
811 Repair and Maintenance	90	3.31%
522 Credit Intermediation and Related Activities	73	2.68%
445 Food and Beverage Stores	72	2.64%
812 Personal and Laundry Services	72	2.64%
<b>Total Establishments for Top 10</b>	<b>1,398</b>	<b>51.34%</b>
<b>Total Establishments</b>	<b>2,723</b>	



Bloomington, IL  
2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	339	9.04%
722 Food Services and Drinking Places	318	8.48%
238 Specialty Trade Contractors	271	7.23%
621 Ambulatory Health Care Services	229	6.11%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	201	5.36%
561 Administrative and Support Services	182	4.85%
236 Construction of Buildings	148	3.95%
524 Insurance Carriers and Related Activities	125	3.33%
812 Personal and Laundry Services	123	3.28%
531 Real Estate	118	3.15%
Total Establishments for Top 10	2,054	54.79%
Total Establishments	3,749	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	354	9.32%
722 Food Services and Drinking Places	329	8.66%
238 Specialty Trade Contractors	268	7.05%
621 Ambulatory Health Care Services	225	5.92%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	206	5.42%
561 Administrative and Support Services	189	4.97%
236 Construction of Buildings	151	3.97%
522 Credit Intermediation and Related Activities	126	3.32%
524 Insurance Carriers and Related Activities	120	3.16%
812 Personal and Laundry Services	114	3.00%
Total Establishments for Top 10	2,082	54.80%
Total Establishments	3,799	

Bloomington, IL

2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	351	9.26%
722 Food Services and Drinking Places	328	8.65%
238 Specialty Trade Contractors	281	7.41%
621 Ambulatory Health Care Services	224	5.91%
561 Administrative and Support Services	209	5.51%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	202	5.33%
236 Construction of Buildings	152	4.01%
524 Insurance Carriers and Related Activities	122	3.22%
522 Credit Intermediation and Related Activities	121	3.19%
531 Real Estate	111	2.93%
Total Establishments for Top 10	2,101	55.44%
Total Establishments	3,790	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	338	9.16%
722 Food Services and Drinking Places	323	8.75%
238 Specialty Trade Contractors	264	7.15%
621 Ambulatory Health Care Services	226	6.12%
561 Administrative and Support Services	202	5.47%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	202	5.47%
236 Construction of Buildings	136	3.68%
522 Credit Intermediation and Related Activities	119	3.22%
524 Insurance Carriers and Related Activities	116	3.14%
812 Personal and Laundry Services	108	2.93%
Total Establishments for Top 10	2,034	55.11%
Total Establishments	3,691	

Decatur, AL  
2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
621 Ambulatory Health Care Services	253	7.94%
541 Professional, Scientific and Technical Services	248	7.78%
238 Specialty Trade Contractors	198	6.21%
722 Food Services and Drinking Places	197	6.18%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	187	5.87%
423 Merchant Wholesalers, Durable Goods	138	4.33%
522 Credit Intermediation and Related Activities	122	3.83%
447 Gasoline Stations	119	3.74%
561 Administrative and Support Services	103	3.23%
811 Repair and Maintenance	95	2.98%
Total Establishments for Top 10	1,660	52.10%
Total Establishments	3,186	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
541 Professional, Scientific and Technical Services	265	8.10%
621 Ambulatory Health Care Services	263	8.04%
722 Food Services and Drinking Places	222	6.79%
238 Specialty Trade Contractors	206	6.30%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	186	5.69%
423 Merchant Wholesalers, Durable Goods	145	4.43%
522 Credit Intermediation and Related Activities	125	3.82%
447 Gasoline Stations	118	3.61%
561 Administrative and Support Services	106	3.24%
811 Repair and Maintenance	103	3.15%
Total Establishments for Top 10	1,739	53.16%
Total Establishments	3,271	

Decatur, AL  
2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
621 Ambulatory Health Care Services	265	8.26%
541 Professional, Scientific and Technical Services	255	7.94%
722 Food Services and Drinking Places	224	6.98%
238 Specialty Trade Contractors	192	5.98%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	190	5.92%
423 Merchant Wholesalers, Durable Goods	147	4.58%
522 Credit Intermediation and Related Activities	126	3.93%
447 Gasoline Stations	120	3.74%
561 Administrative and Support Services	102	3.18%
811 Repair and Maintenance	98	3.05%
Total Establishments for Top 10	1,719	53.55%
Total Establishments	3,210	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
621 Ambulatory Health Care Services	261	8.30%
541 Professional, Scientific and Technical Services	244	7.76%
722 Food Services and Drinking Places	225	7.16%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	195	6.20%
238 Specialty Trade Contractors	180	5.73%
423 Merchant Wholesalers, Durable Goods	139	4.42%
522 Credit Intermediation and Related Activities	122	3.88%
447 Gasoline Stations	111	3.53%
561 Administrative and Support Services	111	3.53%
811 Repair and Maintenance	94	2.99%
Total Establishments for Top 10	1,682	53.50%
Total Establishments	3,144	

Victoria, TX  
2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
621 Ambulatory Health Care Services	261	9.42%
722 Food Services and Drinking Places	207	7.47%
541 Professional, Scientific and Technical Services	204	7.36%
238 Specialty Trade Contractors	160	5.77%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	119	4.29%
811 Repair and Maintenance	106	3.83%
561 Administrative and Support Services	100	3.61%
423 Merchant Wholesalers, Durable Goods	95	3.43%
522 Credit Intermediation and Related Activities	84	3.03%
531 Real Estate	83	3.00%
Total Establishments for Top 10	1,419	51.21%
Total Establishments	2,771	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
621 Ambulatory Health Care Services	274	9.64%
722 Food Services and Drinking Places	207	7.29%
541 Professional, Scientific and Technical Services	204	7.18%
238 Specialty Trade Contractors	169	5.95%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	115	4.05%
561 Administrative and Support Services	107	3.77%
423 Merchant Wholesalers, Durable Goods	101	3.56%
811 Repair and Maintenance	98	3.45%
531 Real Estate	91	3.20%
522 Credit Intermediation and Related Activities	87	3.06%
Total Establishments for Top 10	1,453	51.14%
Total Establishments	2,841	

Victoria, TX

2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
621 Ambulatory Health Care Services	272	9.76%
722 Food Services and Drinking Places	198	7.10%
541 Professional, Scientific and Technical Services	194	6.96%
238 Specialty Trade Contractors	164	5.88%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	119	4.27%
561 Administrative and Support Services	107	3.84%
423 Merchant Wholesalers, Durable Goods	99	3.55%
811 Repair and Maintenance	97	3.48%
531 Real Estate	94	3.37%
522 Credit Intermediation and Related Activities	90	3.23%
Total Establishments for Top 10	1,434	51.43%
Total Establishments	2,788	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
621 Ambulatory Health Care Services	267	9.65%
722 Food Services and Drinking Places	194	7.01%
541 Professional, Scientific and Technical Services	188	6.80%
238 Specialty Trade Contractors	156	5.64%
813 Religious, Grant-Making, Civic, and Professional and Similar Organizations	119	4.30%
561 Administrative and Support Services	108	3.90%
423 Merchant Wholesalers, Durable Goods	100	3.62%
522 Credit Intermediation and Related Activities	96	3.47%
811 Repair and Maintenance	91	3.29%
531 Real Estate	84	3.04%
Total Establishments for Top 10	1,403	50.72%
Total Establishments	2,766	

Wenatchee, WA  
2006

Industry Sector	Number of Establishments	Percentage of Total Establishments
238 Specialty Trade Contractors	314	10.15%
541 Professional, Scientific, and Technical Services	236	7.63%
722 Food Services and Drinking Places	227	7.34%
236 Construction of Buildings	174	5.63%
813 Religious, Grantmaking, Civic, Professional, and Similar Organizations	143	4.62%
621 Ambulatory Health Care Services	140	4.53%
561 Administrative and Support Services	133	4.30%
531 Real Estate	127	4.11%
811 Repair and Maintenance	92	2.97%
453 Miscellaneous Store Retailers	87	2.81%
Total Establishments for Top 10	1,673	54.09%
Total Establishments	3,093	

2007

Industry Sector	Number of Establishments	Percentage of Total Establishments
238 Specialty Trade Contractors	341	10.53%
722 Food Services and Drinking Places	236	7.29%
541 Professional, Scientific, and Technical Services	230	7.11%
236 Construction of Buildings	218	6.73%
561 Administrative and Support Services	144	4.45%
813 Religious, Grantmaking, Civic, Professional, and Similar Organizations	142	4.39%
621 Ambulatory Health Care Services	139	4.29%
531 Real Estate	123	3.80%
453 Miscellaneous Store Retailers	91	2.81%
721 Accommodation	90	2.78%
Total Establishments for Top 10	1,754	54.19%
Total Establishments	3,237	

Wenatchee, WA  
2008

Industry Sector	Number of Establishments	Percentage of Total Establishments
238 Specialty Trade Contractors	335	10.41%
722 Food Services and Drinking Places	241	7.49%
541 Professional, Scientific, and Technical Services	218	6.78%
236 Construction of Buildings	216	6.71%
813 Religious, Grantmaking, Civic, Professional, and Similar Organizations	148	4.60%
621 Ambulatory Health Care Services	145	4.51%
561 Administrative and Support Services	137	4.26%
531 Real Estate	125	3.89%
811 Repair and Maintenance	92	2.86%
721 Accommodation	86	2.67%
Total Establishments for Top 10	1,743	54.18%
Total Establishments	3,217	

2009

Industry Sector	Number of Establishments	Percentage of Total Establishments
238 Specialty Trade Contractors	299	9.57%
722 Food Services and Drinking Places	233	7.46%
541 Professional, Scientific, and Technical Services	221	7.07%
236 Construction of Buildings	189	6.05%
621 Ambulatory Health Care Services	148	4.74%
813 Religious, Grantmaking, Civic, Professional, and Similar Organizations	147	4.70%
561 Administrative and Support Services	141	4.51%
531 Real Estate	118	3.78%
811 Repair and Maintenance	95	3.04%
721 Accommodation	84	2.69%
Total Establishments for Top 10	1,675	53.60%
Total Establishments	3,125	



## CLUSTERS OF INDUSTRIES IN PETERBOROUGH

The appendix contains detail information on correlation analysis that was completed to investigate the typical co-location of industries in metropolitan regions across Canada and the US. Although we have focused our attention on the top ten industries, those industries do not necessarily exist in a vacuum. Often, different industries will co-locate with one another. Also, occasionally, the presence of one industry can be associated with the absence of another. We will use the results (presented in more detail in the appendix) to discuss potential industry clustering that should also be contemplated for Peterborough. Everything is focused on the more detailed 3-digit NAICS industry level analysis. The reader is reminded that correlation is not causation – while these results are based on empirical observations of the co-location of industries across Canadian CMAs, they may not necessarily reflect a deeper meaning or more complex relationships.

Education and services - Although the correlations for Canadian CMAs were not high enough to make the cut, in the United States education services (611) is correlated with professional, scientific and technical services (541); and administrative and support services (561). In turn, professional service (541) is associated with internet service providers, web search portals, and data processing services (518); and private households (814); and private households employ individuals, such as cooks, maids, butlers, and outside workers, such as gardeners, caretakers, and other maintenance workers. Administrative services (561) is often found with furniture and related product manufacturing (337); and leather and allied product manufacturing (316). Also, typically, CMAs with a large share of establishments in professional services (541) will have smaller shares of gasoline stations (447); building material and garden equipment; and supplies dealers (444); motor vehicle and parts dealers (441); and nursing and residential care facilities (623). This latter group seems more of an indication that professional services (541) is more likely to be in major urban areas.

Interestingly, although not typical of Canadian metro areas, in addition to a large share of establishments in professional services (541); Peterborough is also has a large share of establishments in nursing and residential care facilities (623). This along with ambulatory health care services (621); hospitals (622); and social assistance (624) create a cluster of industries that while somewhat sub-urban but is more. These industries are more likely in locations that also have larger shares of the following: motor vehicle and parts dealers (441); building material and garden equipment and supplies dealers (444); gasoline stations (447); clothing and clothing accessories stores (448); broadcasting (except internet) (515); heritage institutions (712); amusement, gambling and recreation industries (713); repair and maintenance (811); and religious, grant-making, civic, and professional and similar organizations (813). Ambulatory care (621) has a negative relationship with furniture and related product manufacturing (337); and nursing facilities (625) are negative to private households (814).

The next group is based around food and drink. Food services and drinking places (772); and food and beverage stores (445) are associated with each other and a collection of other tourism and retail focused industries. This includes: clothing and clothing accessories stores (448); amusement, gambling and recreation industries (713); personal and laundry services (812); health and personal care stores (446); motor vehicle and parts dealers (441); general merchandise stores (452); and miscellaneous store retailers (453). The last industry in the top ten for Peterborough is specialty trade contractors (238) which is not significantly associated with any other industries outside of construction.

The industries in and around Peterborough show clustering around education and professional services, healthcare, and (tourism-related) retail.

## PETERBOROUGH ESTABLISHMENT COUNTS BY DISSEMINATION AREAS 2007 TO 2011<sup>7,8</sup>

Establishment counts from Canadian Business Patterns were mapped across Peterborough for the years 2007 to 2011 at the 2-digit NAICS level. The establishments were displayed across census dissemination areas using the dot density method (dots that are closer together indicate a higher density of establishments) in ESRI ArcGIS. The software uses the count of establishments within each dissemination area and then displays them randomly within the boundaries of their dissemination area. So, on these maps one dot always indicates the presence of one establishment, but that establishment may not be in the exact place that it is actually located.

In 2007 and 2008 establishment counts were reported for 190 of 196 dissemination areas in Peterborough and were mapped using the dissemination boundaries as defined by Statistics Canada. Due to various reporting and methodology changes between 2008 and 2009, establishment counts were only reported for 152 of 196 dissemination areas in 2009, 2010 and 2011, resulting in major count increases for some DAs. To deal with this we merged DAs with a percentage change of 400% or greater between 2008 and 2009 with the DAs that had no data in 2009, 2010 and 2011. On the maps for those years the establishment dots were spread out across these merged DAs.

According to Statistics Canada many of the addresses that belonged to DAs that saw a major increase from December 2009 onwards were P.O. Box numbers that were previously counted as residue.

The following section highlights industry sector by 2-digit NAICS codes across the Peterborough CMA between 2007 and 2011<sup>9</sup>. Only selected industry sectors are discussed with the remaining industry sectors included in the appendix. **Exhibit 2.33** shows the proportion of industry establishments in the Peterborough census subdivision (CSD) versus the rest of the Peterborough CMA.

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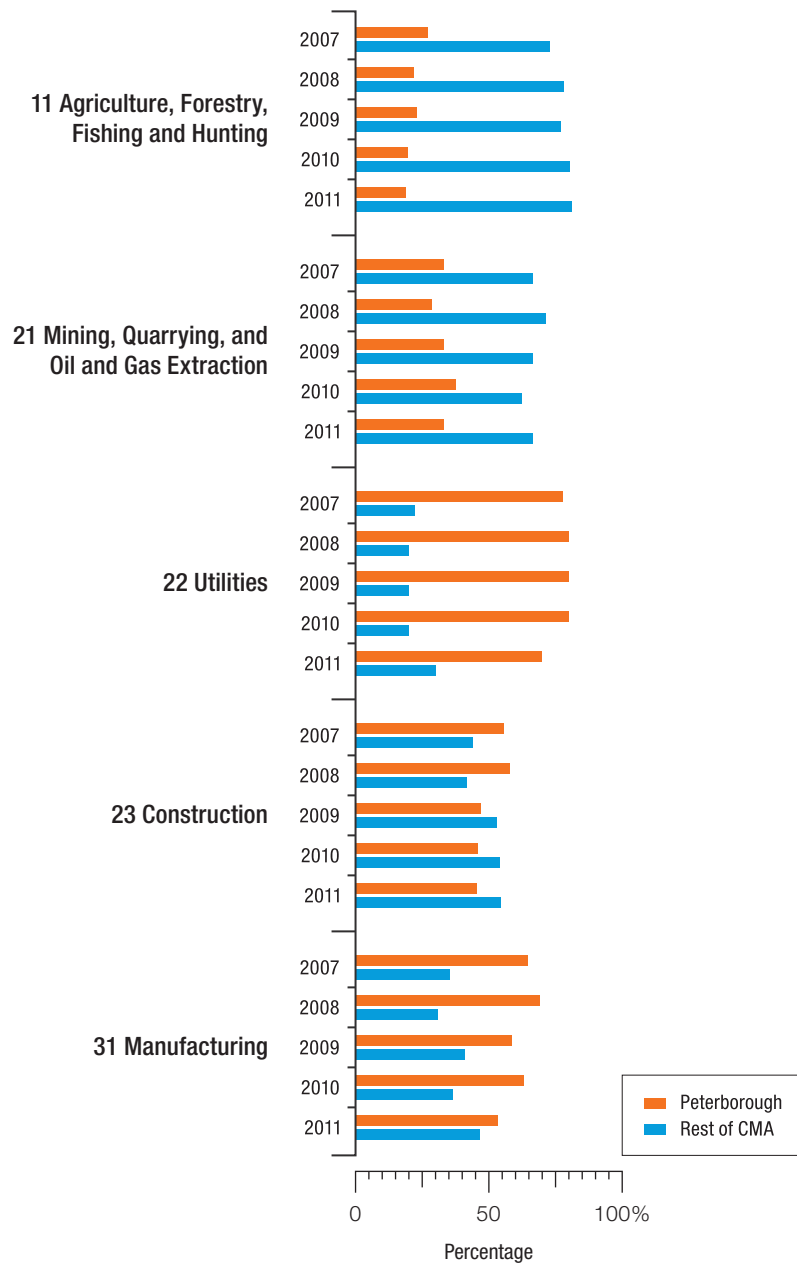
7 Prior to the December 2007 release of the Canadian Business Patterns data, Enumeration Areas (EA) were used instead of Dissemination Areas. This is because the 2006 Census was the first time DAs were delineated across the country based on the criteria for delineation.

8 One DA west of the Peterborough CMA has a drop in establishments between 2007 and 2008 likely due to changes in methodology at Statistics Canada.

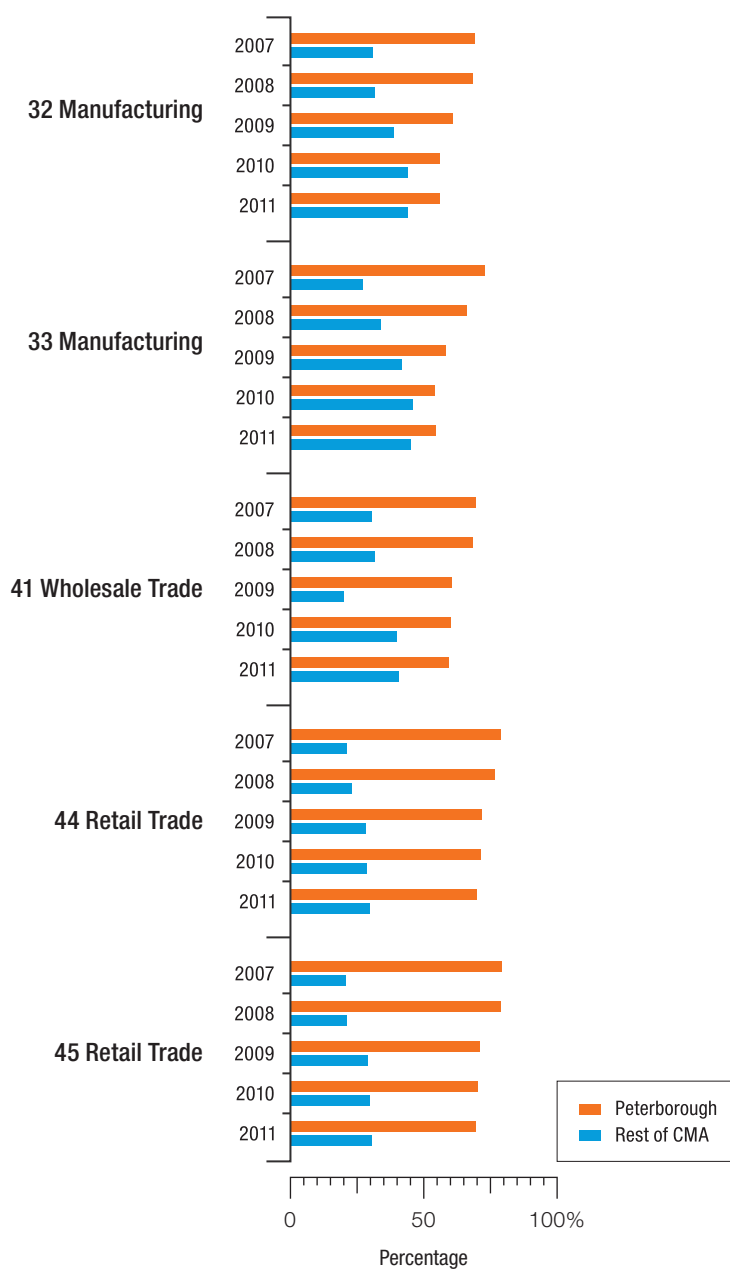
9 See Appendix for Peterborough CMA dissemination area reference map 2007 to 2008 and 2009 to 2011.

Proportion of industry establishments in the Peterborough CSD and rest of the Peterborough CMA (2-digit NAICS), 2007 to 2011

Exhibit 2.33.1



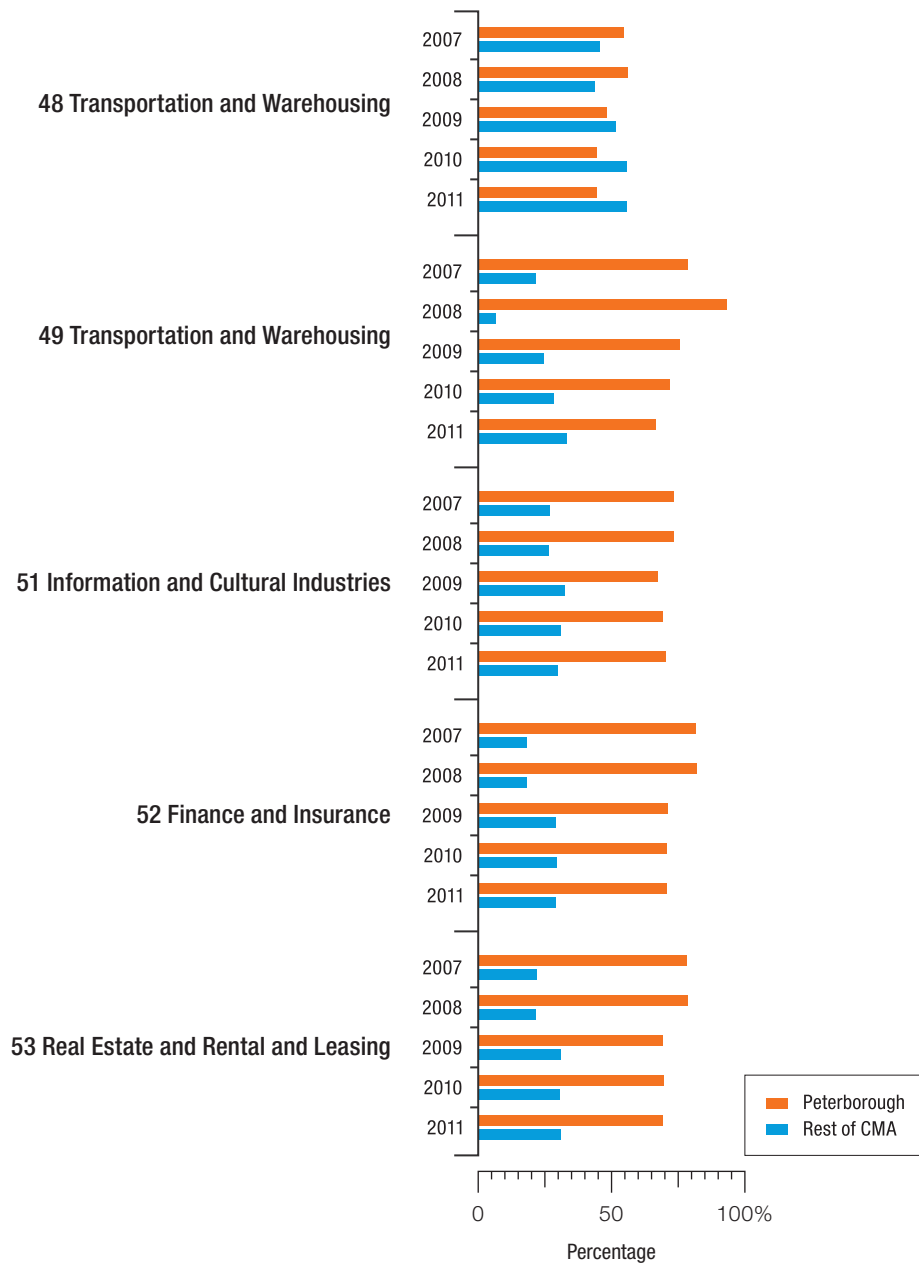
Note: Although the 2-digit NAICS titles for 31, 32, and 33 manufacturing; 44 and 45 retail trade; and 48 and 49 transportation and warehousing are the same the actual industries in the groups differ.



Note: Although the 2-digit NAICS titles for: 31, 32, and 33 manufacturing; 44 and 45 retail trade; and 48 and 49 transportation and warehousing are the same the actual industries in the groups differ.

Proportion of industry establishments in the Peterborough CSD and rest of the Peterborough CMA (2-digit NAICS), 2007 to 2011, (cont.)

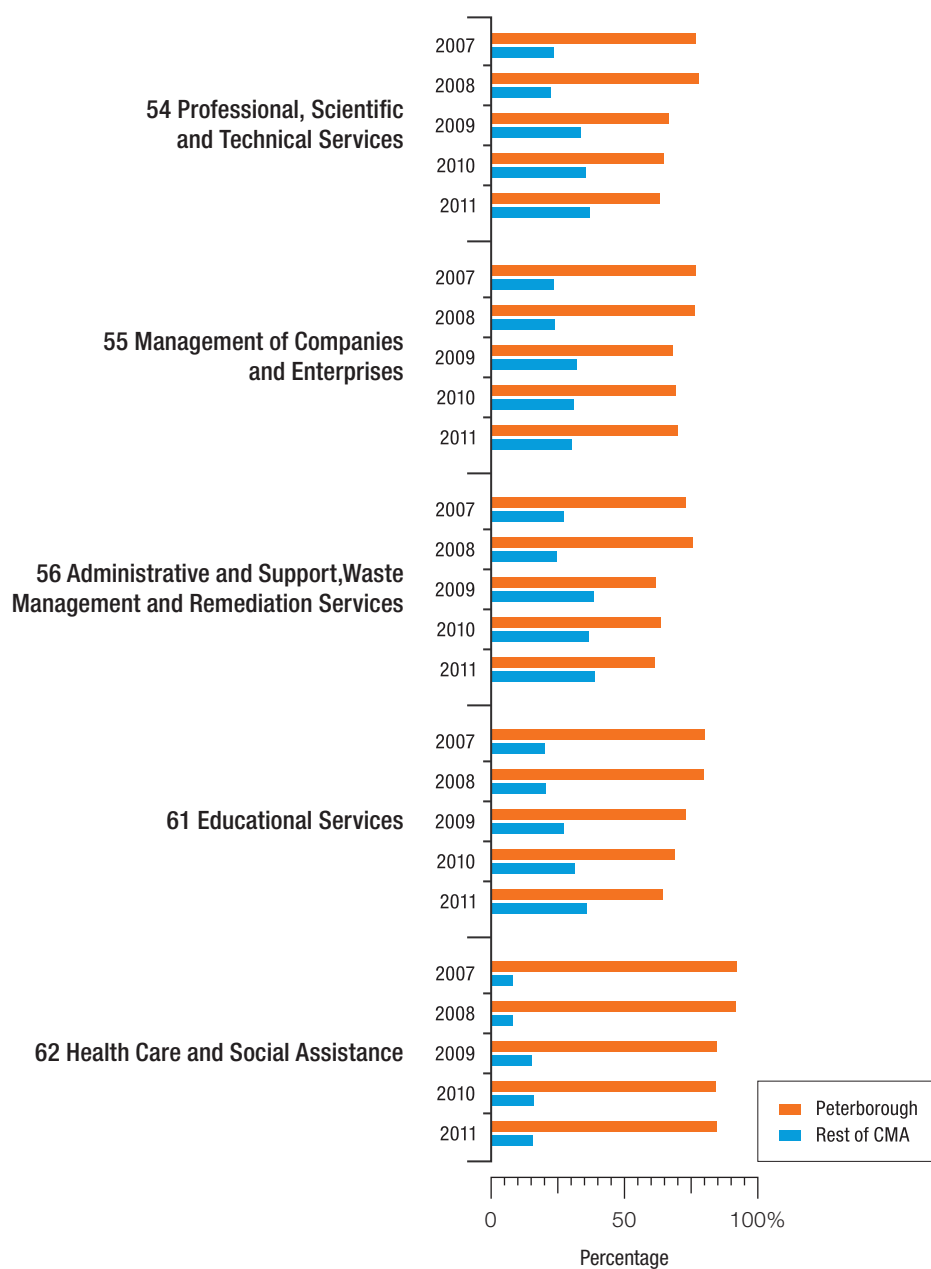
Exhibit 2.33.3



Note: Although the 2-digit NAICS titles for: 31, 32, and 33 manufacturing; 44 and 45 retail trade; and 48 and 49 transportation and warehousing are the same the actual industries in the groups differ.

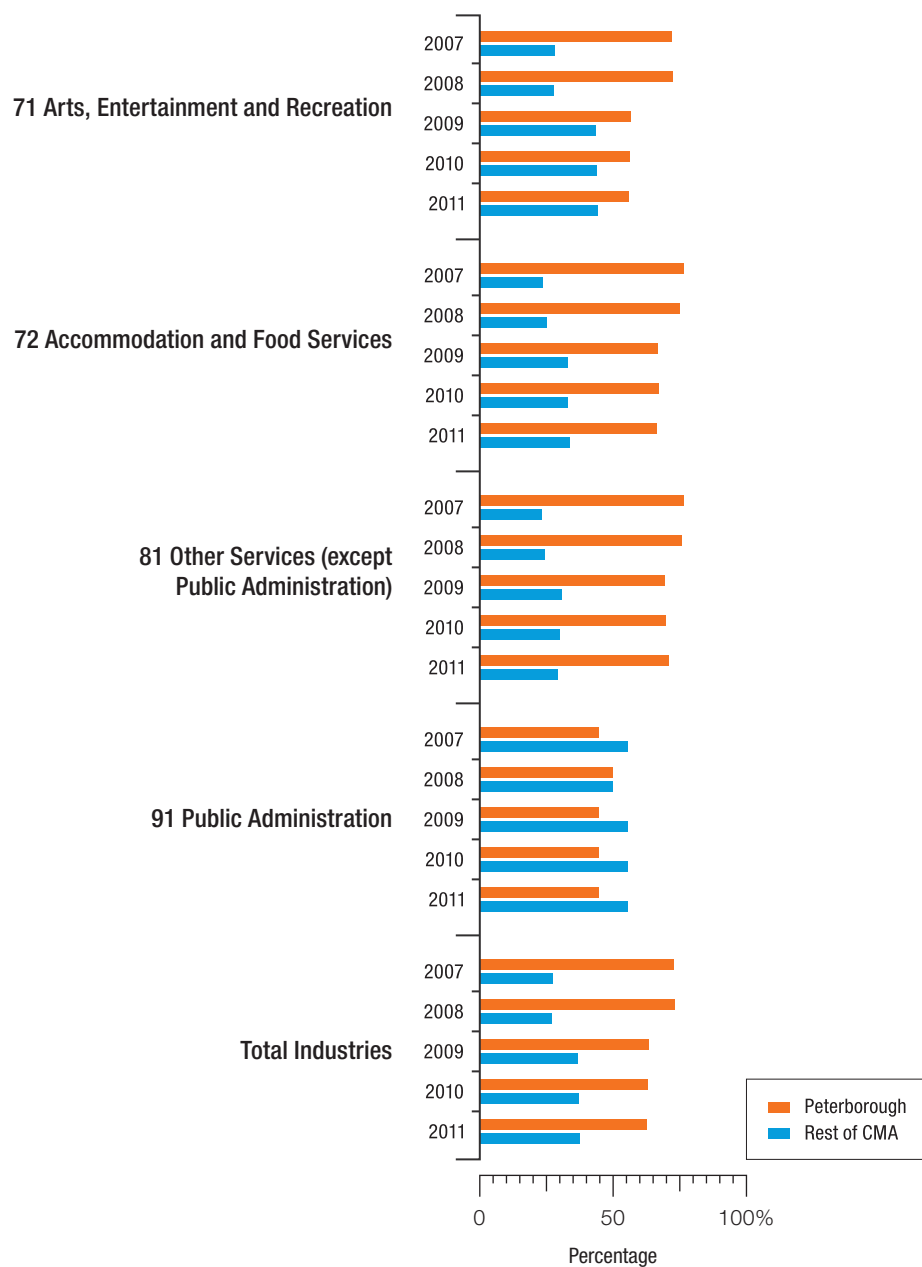
Proportion of industry establishments in the Peterborough CSD and rest of the Peterborough CMA (2-digit NAICS), 2007 to 2011, (cont.)

Exhibit 2.33.4



Proportion of industry establishments in the Peterborough CSD and rest of the Peterborough CMA (2-digit NAICS), 2007 to 2011, (cont.)

Exhibit 2.33.5



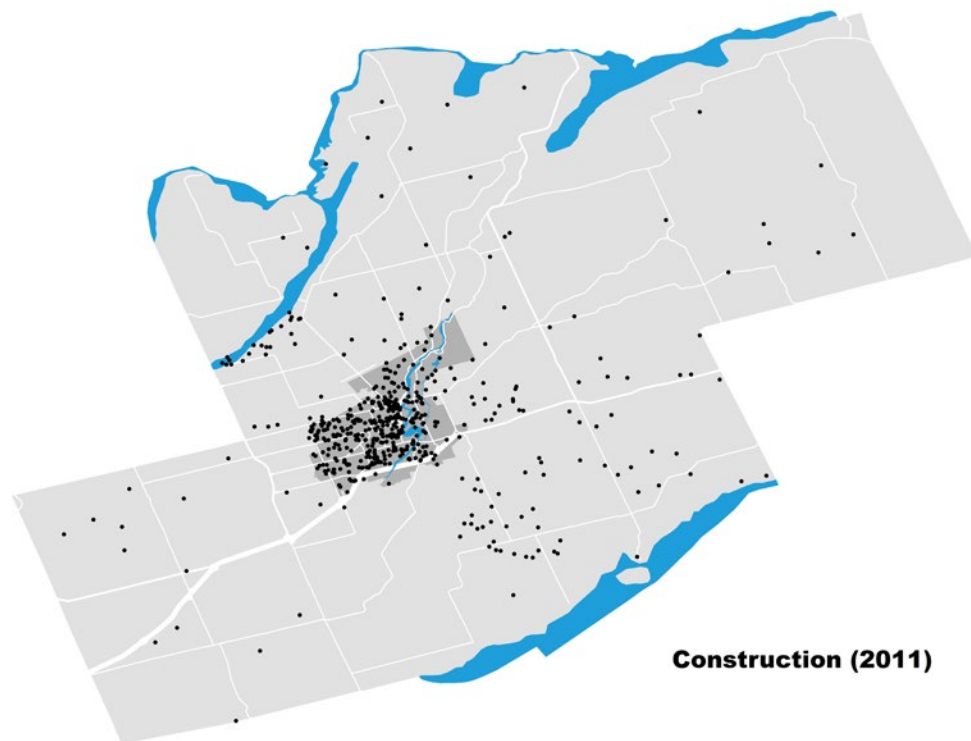
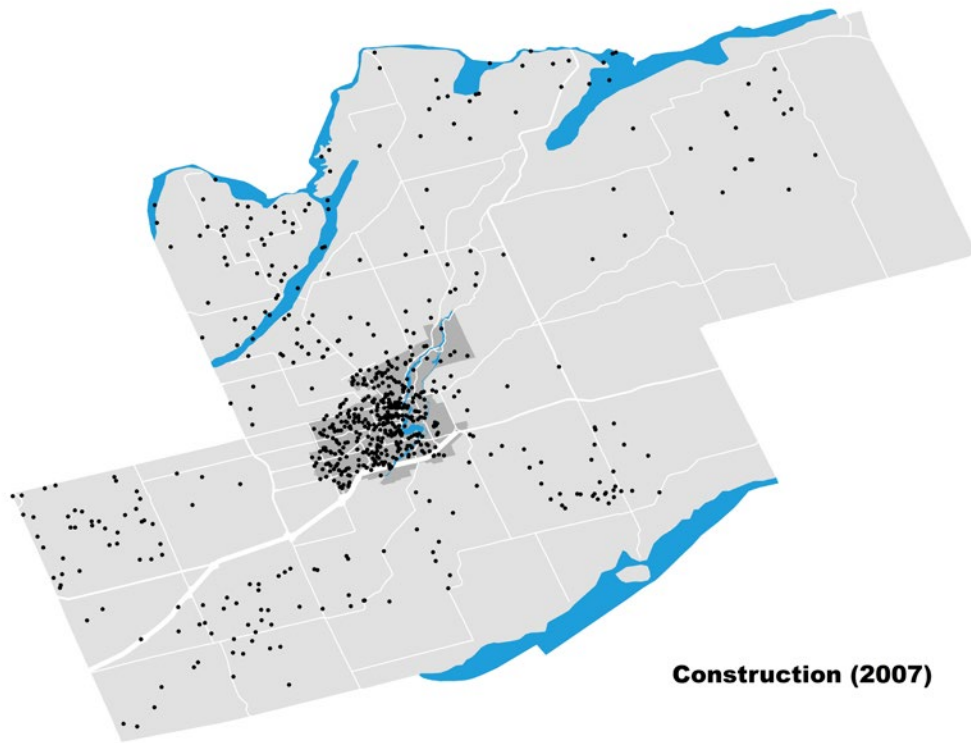


## 23-Construction

Examination of 23-Construction finds that while there is a large proportion of the establishments are located in the DAs of the Peterborough CSD<sup>10</sup>, many of the construction establishments are located outside of this CSD. However, while the construction establishments are more disperse between 2007 and 2008, there seems to be a greater concentration of construction establishments into the Peterborough CSD by 2011 (**Exhibits 2.34** and **2.35**). There is a greater concentration into Peterborough CSD as the number of construction establishments has held relatively steadily between 2007 and 2011.

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<sup>10</sup> See Appendix for Peterborough CMA Census Subdivision Reference Map



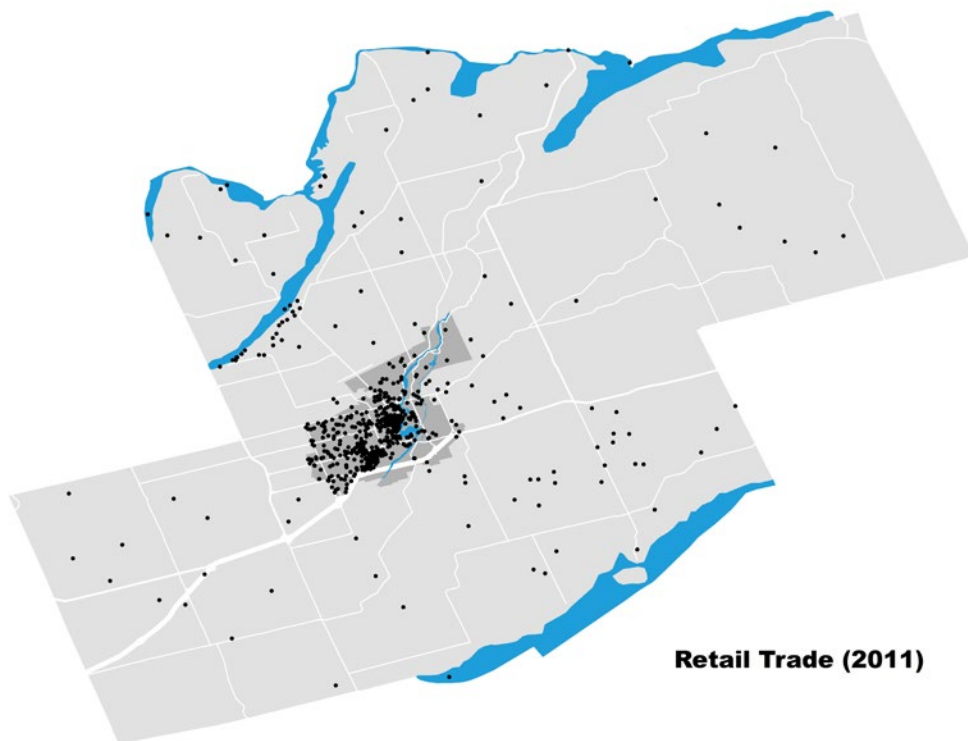
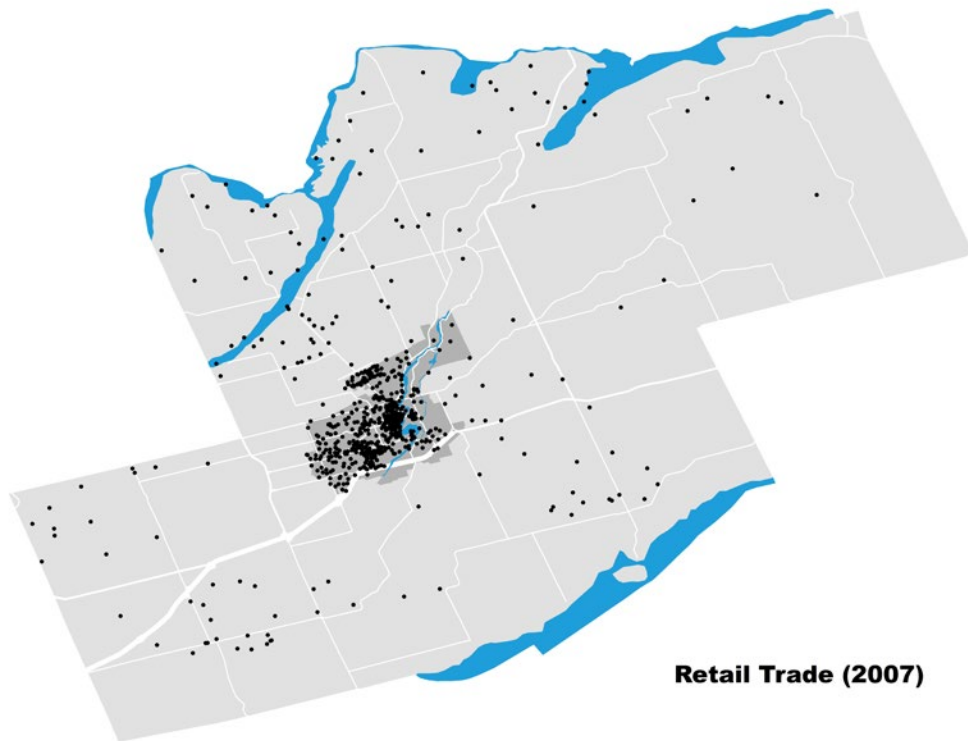
### 31-33 Manufacturing

In 2007, manufacturing establishments were primarily located in the DAs of the Peterborough CSD with few establishments located in the DAs of the four other CSDs of Smith-Ennismore-Lakefield, Cavan-Millbrook-North Monaghan, Onatobee-South Monaghan and Duoro-Dummer (**Exhibit 2.36**). By 2011, the DAs of the Peterborough CSA had an even larger proportion of manufacturing establishments (**Exhibit 2.37**). The DAs of the Onatobee-South Monaghan CSD had the second largest number of manufacturing establishments.



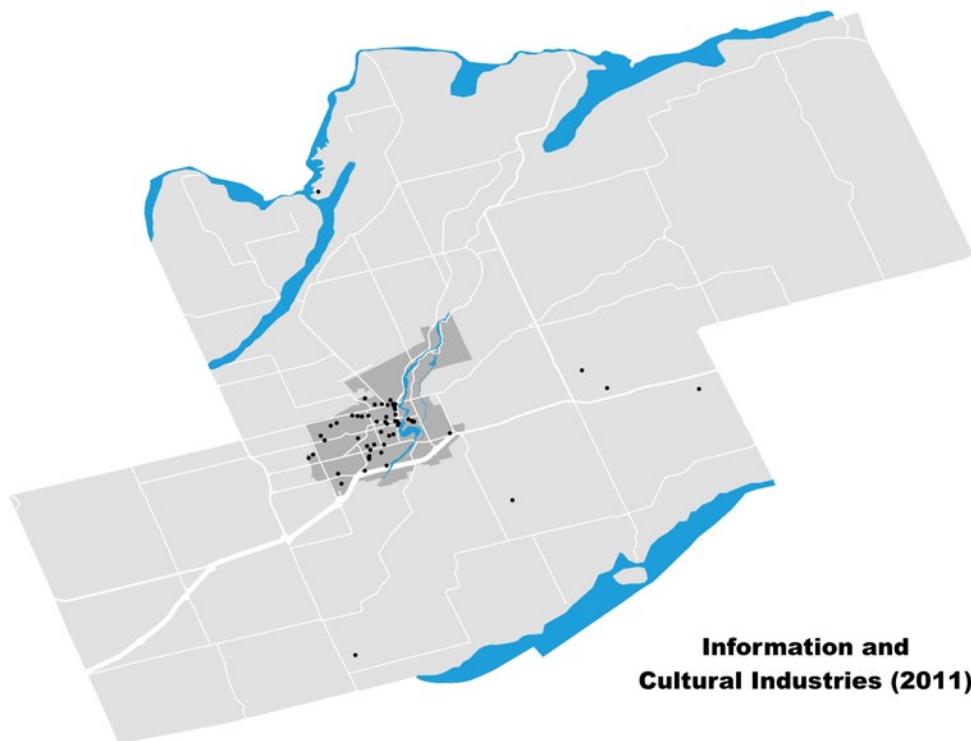
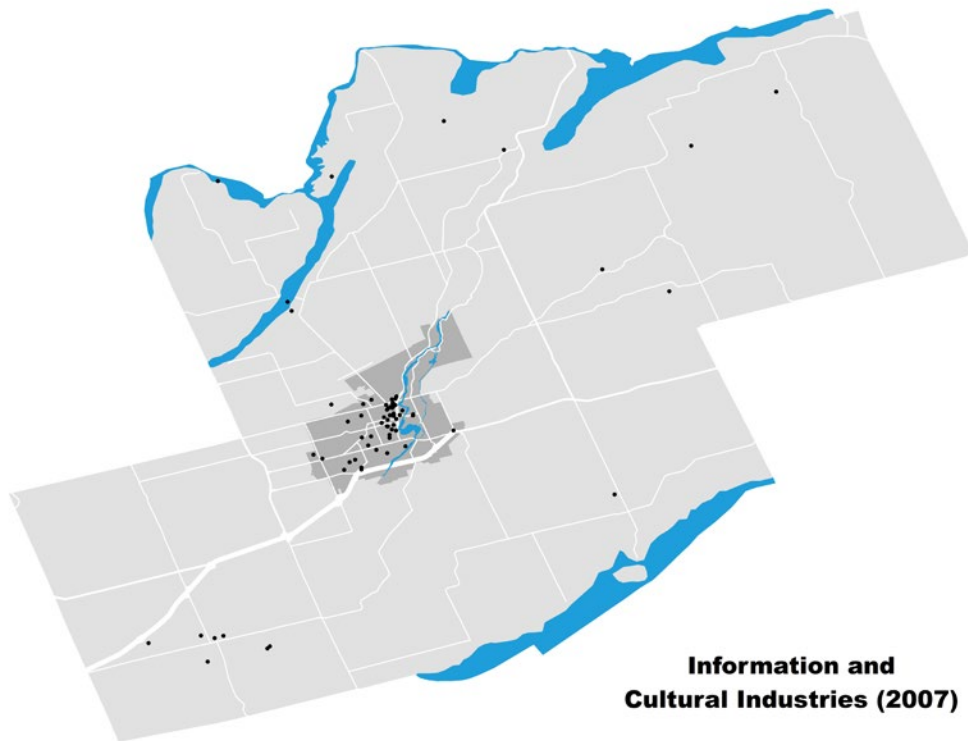
#### 44-45 Retail Trade

The number of 44-45 retail trade establishments has decreased between 2007 and 2011 from 873 to 831 establishments. While many of the retail trade establishments are located in the Peterborough CSD throughout the five year time period there are still many outside of the Peterborough CSD (**Exhibit 2.39**). More specifically, outside of the Peterborough CSD, the DAs within the Smith-Ennismore-Lakefield and Cavan-Millbrook-North Monaghan CSDs have the majority of the rest of the retail trade establishments.



## 51-Information and Cultural

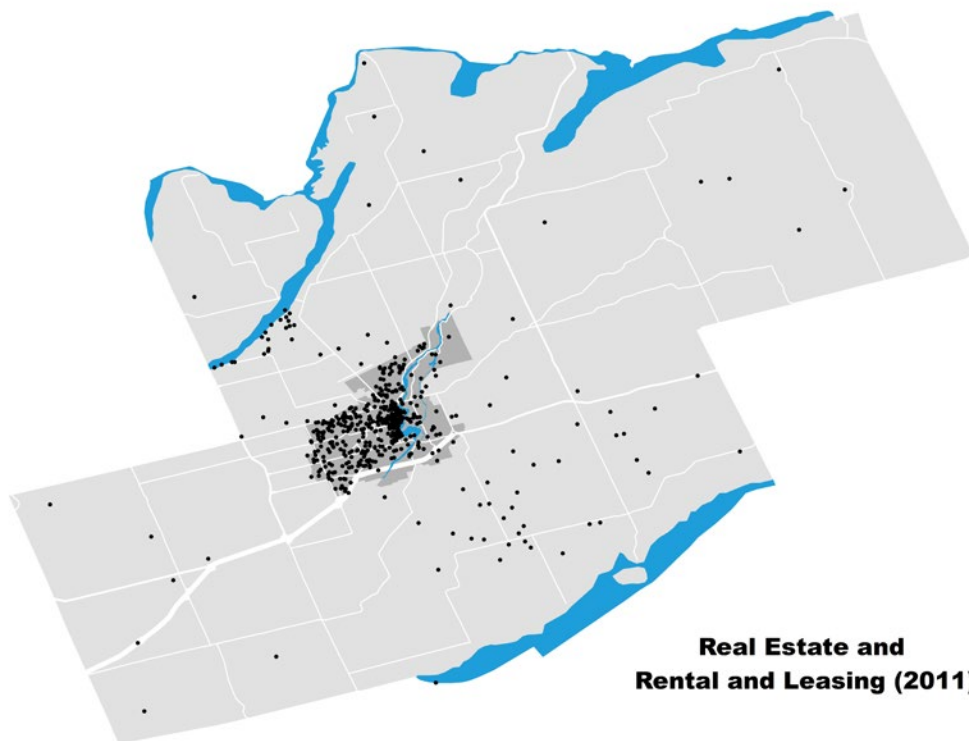
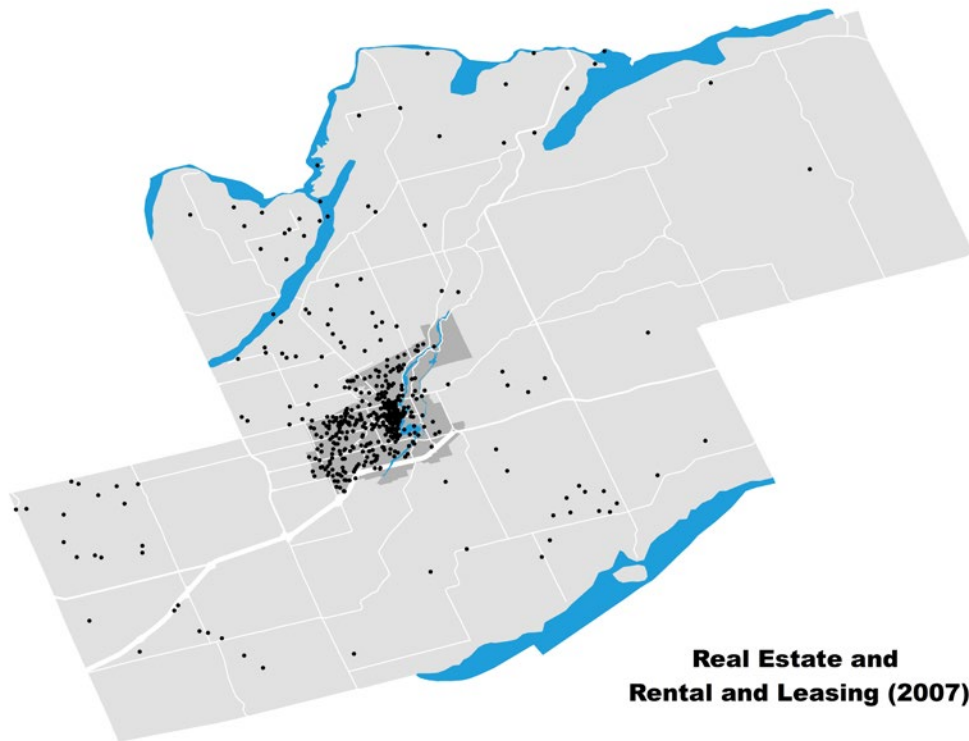
Almost all of Peterborough's 51-Information and Cultural establishments are located within the Peterborough CSD. While in 2007 there were a few of these establishments located outside the Peterborough CSD most notably in the DAs of the Cavan-Millbrook-North Monaghan CSD by 2011 almost all were located in the Peterborough CSD with the exception of a few in the DAs of the Onatobee-South Monaghan CSD (**Exhibits 2.40 and 2.41**).





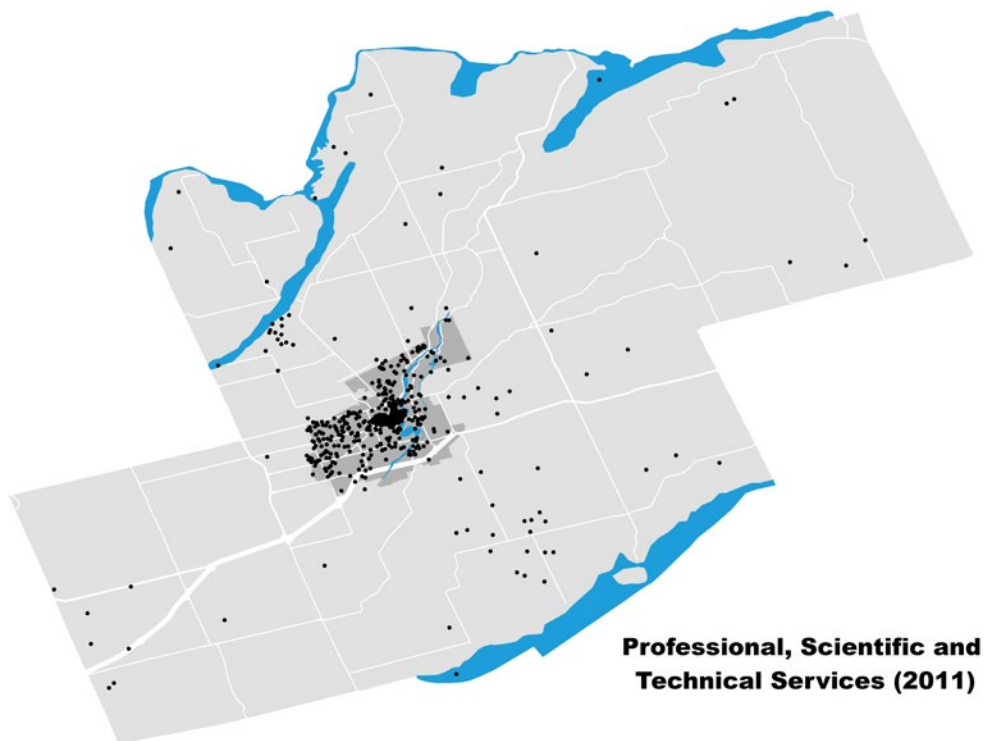
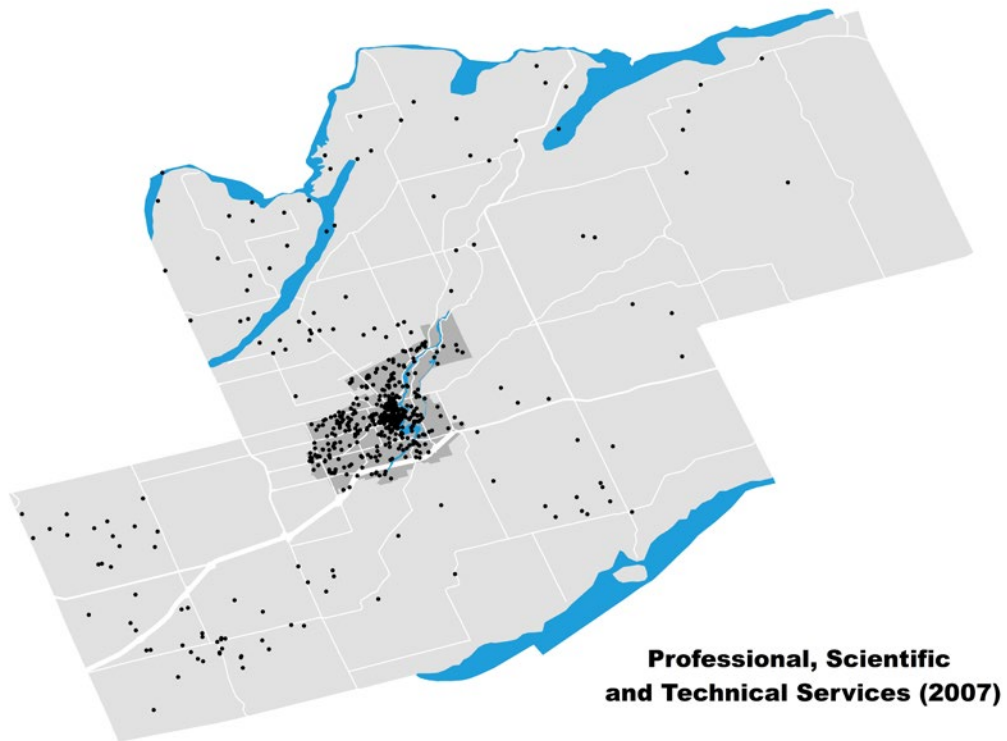
### 53-Real Estate and Rental and Leasing

Between 2007 and 2011, Peterborough had an increase from 639 to 728 real estate and rental and leasing establishments. The majority of establishments in this industry sector are located in the DAs of the Peterborough CSD (**Exhibit 2.42**). In 2007 there are several establishments within the DAs of the Smith-Ennismore-Lakefield and Cavan-Millbrook-North Monaghan CSDs. However, by 2011 the real estate and rental and leasing establishments in these two CSD are no longer present (**Exhibit 2.43**). Instead, by 2011, outside of the Peterborough CSD, the DAs of the Onatobee-South Monaghan CSD have the largest number of real estate and rental and leasing establishments.



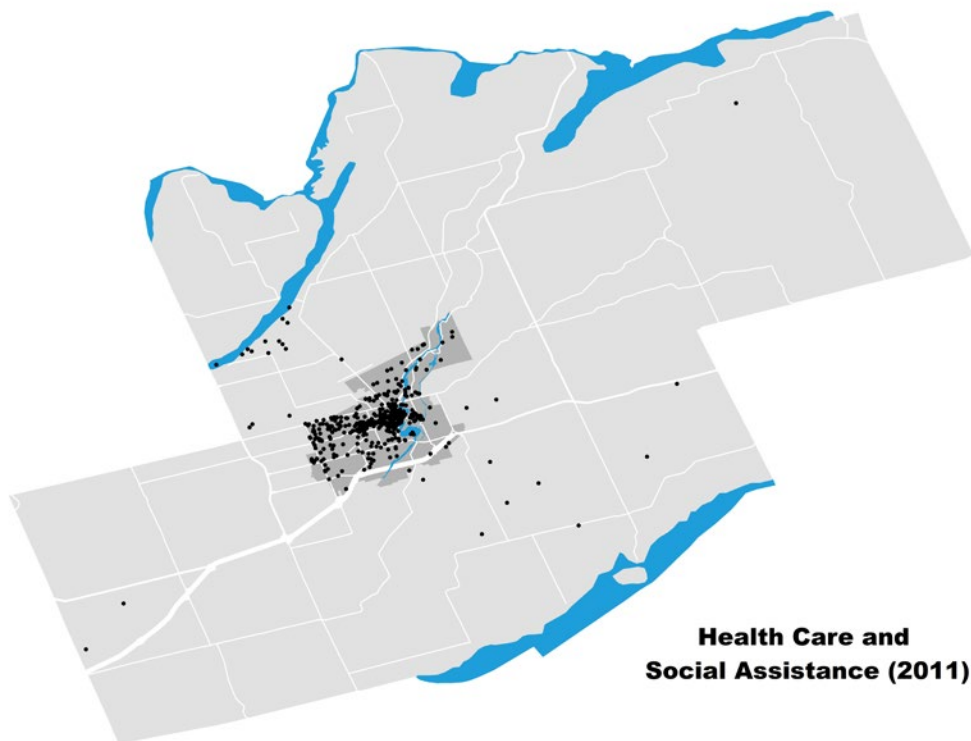
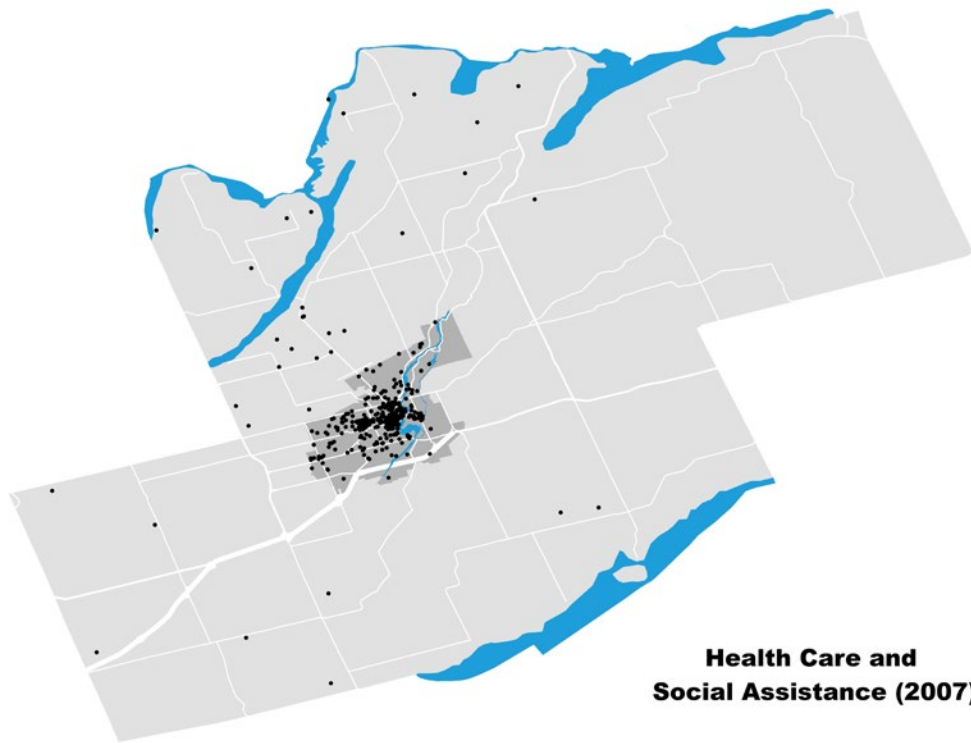
## 54-Professional, Scientific and Technical Services

Professional, scientific and technical services establishments increased by 20 establishments to 766 by 2011. As would be expected, the DAs of the Peterborough CSD had the largest proportion of professional, scientific and technical services establishments (**Exhibit 2.44**). In 2007, the remaining establishments were located primarily in the DAs of the Smith-Ennismore-Lakefield, Cavan-Millbrook-North Monaghan, and to a lesser extent the DAs of Onatobee-South Monaghan CSD. There were few professional, scientific and technical services establishments in the DAs of the Duoro-Dummer CSD. Similar to the trends of other industry sectors, by 2011 there were a greater number of professional, scientific and technical services establishments in the DAs of the Peterborough CSD (**Exhibit 2.45**). The DAs of the Smith-Ennismore-Lakefield and Cavan-Millbrook-North Monaghan CSDs had fewer professional, scientific and technical services establishments than five years previous, however, the DAs of Onatobee-South Monaghan had a similar number of establishments.



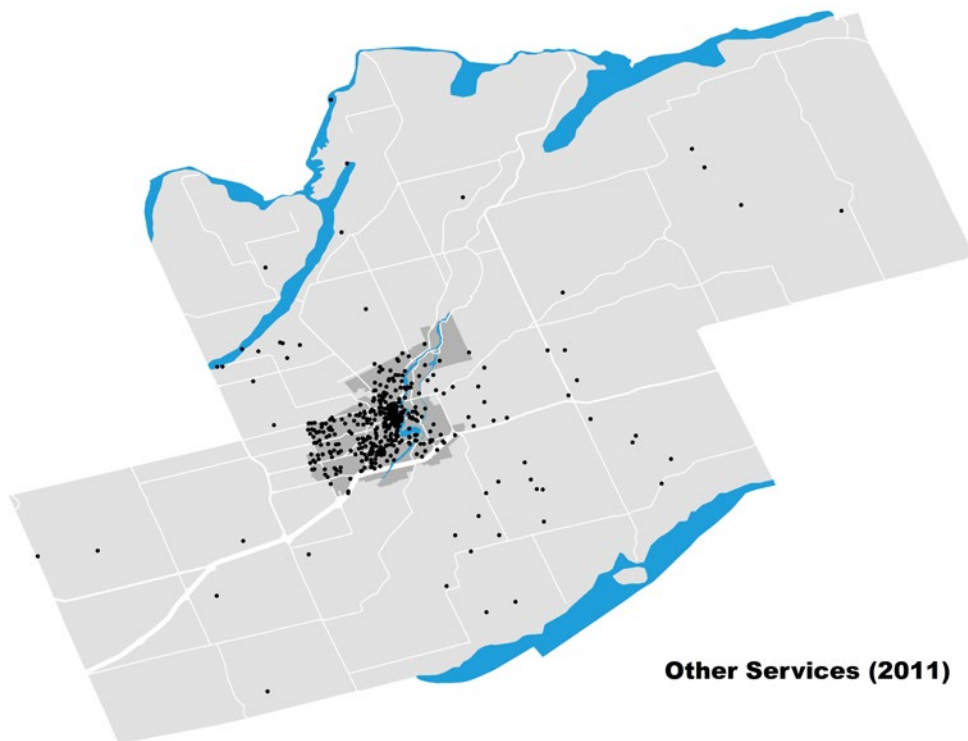
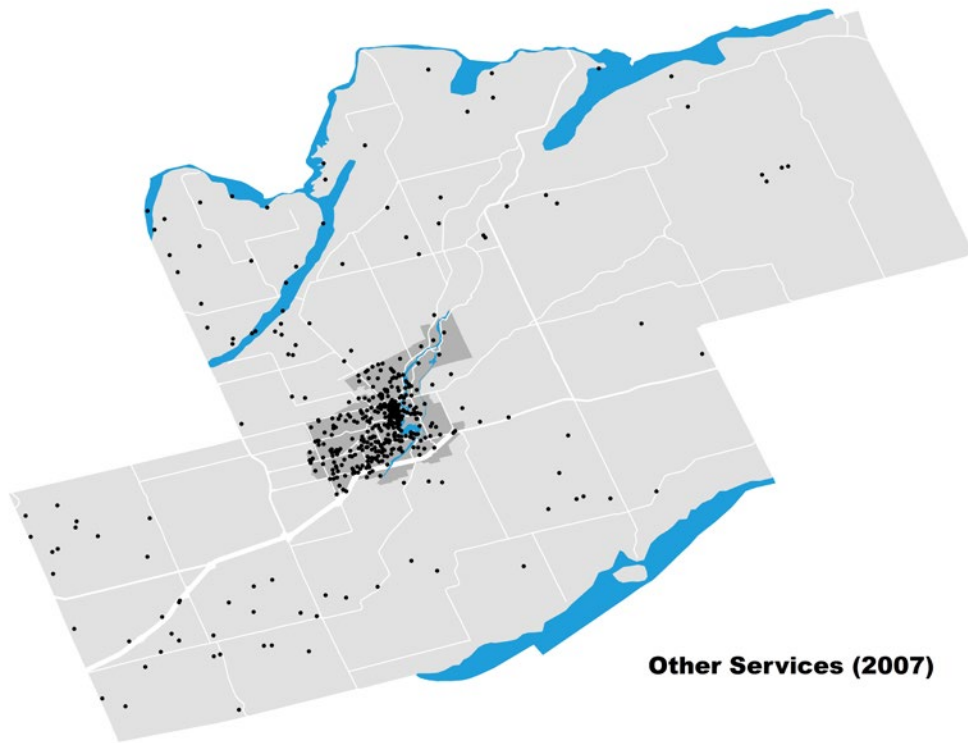
## 62- Health Care and Social Assistance

The health care and social assistance industry sector had a large increase in the number of establishments increasing by 102 establishments from 456 to 558 between 2007 and 2011. In 2007, the majority of health care and social assistance establishments were located in the DAs of the Peterborough CSD with few outside these DAs (**Exhibit 2.46**). Of the DAs outside of the Peterborough CSD, the DAs of Smith-Ennismore-Lakefield had the second largest number of establishments. By 2011, the DAs of Onatobee-South Monaghan CSD had a larger number of health care and social assistance establishments than five year previous (**Exhibit 2.47**).



### 81-Other Services (except Public Administration)

The other services industry sector had a relatively stable number of establishments increasing by 14 establishments to 600 between 2007 and 2011. In 2007, in addition to the DAs in the Peterborough CSD, many of the DAs among the four other CSDs in the Peterborough CMA had other service establishments (**Exhibit 2.48**). Similar to other industry sectors by 2011 DAs in the Smith-Ennismore-Lakefield and the Cavan-Millbrook-North Monaghan CSDs had fewer other services establishments while the DAs of the Peterborough CSD gained establishments (**Exhibit 2.49**). However, in 2011, the DAs of the Onatobee-South Monaghan CSD had a similar number of other services establishments compared to 2007.





## Peterborough Industry Concentrations

The maps and **Exhibit 2.33** reveal a very striking pattern – between 2007 and 2011, not a single industry had larger share of establishments in the City of Peterborough at the end of the period than at the beginning. In fact, almost all industries saw double digit increases in the share of that industry located outside the Peterborough CSD (city limits) over the five years. On average, over ten percent of the share of establishments shifted from the CSD to other parts of the CMA. Although the bulk of this shift happened between 2008 and 2009 when Statistics Canada changed its method of determining location for establishments with a post office box address, consistently, year to year, industry by industry, the share of establishments in the City decreased while the share outside of the City increased. The greatest shift in the share of establishments was for manufacturing (33 – metals and goods) which saw over 18% of the total share shift to outside the City and for arts, entertainment, and recreation (71) with a shift of over 16%. In contrast, mining (21) remained with one-third in the CSD and two-thirds in the rest of the CMA and public administration (41) was also unchanged at 44% in Peterborough and 56% outside the City. The information and culture industries (51) had only a very modest shift.

From 2007 to 2011, the number of establishments across the CMA increased by 259 from 6,706 in 2006 to 6,965 in 2011. This increase of 3.8 percent is smaller than the shift of over 10 percentage points. However, when the changes from 2008/2009 are excluded, the shift is smaller (under 1% per year on average). This overall shift from the City is not the result of existing establishments changing locations – rather more new firms across all industries were located close to Peterborough but not in the city.



# DATA APPENDIX

## Endnotes

- a Topic based tabulation Table Industry - North American Industry Classification System 2002 (433), Class of Worker (6) and Sex (3) for the Labour Force 15 Years and Over of Canada, Provinces, Territories, Census Metropolitan Areas and Census Agglomerations, 2006 Census - 20% Sample D File Name: 97-559-XCB2006009.IVT
- b Topic based tabulation Table National Occupational Classification for Statistics 2006 (720C), Sex (3) and Selected Demographic, Cultural, Labour Force, Educational and Income Characteristics (273) for the Population 15 Years and Over of Canada, Provinces, Territories, which was downloaded from (<http://www12.statcan.gc.ca/census-recensement/2006/dp-pd/tbt/Lp-eng.cfm?LANG=E&APATH=3&DETAIL=0&DIM=0&FL=A&FREE=0&GC=0&GID=0&GK=0&GRP=1&PID=0&PRID=0&PTYPE=88971.97154&S=0&SHOWALL=0&SUB=743&Temporal=2006&THEME=74&VID=0&VNAMEF=&VNAMEF=>)
- c For a complete description of the Canadian Business Patterns data set see Statistics Canada description at (<http://www5.statcan.gc.ca/bsolc/olc-cel/olc-cel?lang=eng&catno=61F0040X>)
- d For a complete description of the Business Register see Statistics Canada description at (<http://www23.statcan.gc.ca/81/imdb/p2SV.pl?Function=getSurvey&SDDS=1105&lang=en&db=imdb&adm=8&dis=2#a2>)
- e Data is compiled for the December cycle between 2006 and 2011. Data between 2006 and 2008 is drawn from the University of Toronto Data Library Service (<http://datalib.chass.utoronto.ca/codebooks/cstdl/cbp.htm>) and the 2009 to 2011 is drawn from a custom order from Statistics Canada's Business Register.
- f Data for 2006 was not used since prior to the December 2007 release of the data , Enumeration Areas were used instead of Dissemination Areas.
- g DA level data for establishment counts by industry for Peterborough were from a custom order.
- h Data downloaded from (<http://www.census.gov/econ/cbp/index.html>)
- i For a complete description of NAICS coding please see Statistics Canada's definitions (<http://www.statcan.gc.ca/subjects-sujets/standard-norme/naics-scian/2002/naics-scian-02intro-eng.htm>)
- j In 2006, the Peterborough CSD had 67.5 percent of the population of the Peterborough CMA. See: Population and Dwelling Count Highlight Tables, 2006 Census (<http://www12.statcan.gc.ca/census-recensement/2006/dp-pd/hlt/97-550/Index.cfm?Page=INDX&LANG=Eng>)

## APPENDIX

### Correlation Share of Industry Establishments Canada and the United States

**Exhibits A2.1** and **A2.2** show those industries with a strong ( $>0.60$  or  $<-0.60$ ) significant ( $p<0.05$ ) correlation between share of industry establishments among Canadian CMAs. The data is from 2011. Only industries that are not in the same industry group (2-digit NAICS) are listed. Every pair is listed twice so that the list can be sorted by industry code and shows all the strong relationships. **Exhibit A2.1** shows those industry pairs that are strongly and positively correlated – if a region has a high or low share of its total establishments in the first industry, that region would have a corresponding high or low share in the second industry. **Exhibit A2.2** shows those industry pairs that are strongly and negatively correlated – if a region has a high or low share of its total establishments in the first industry, that region would have a corresponding low or high share in the second industry.

Given the small number of CMAs across Canada, the correlations will show a few “interesting” (difficult to explain) results. For example, the strongest correlation is between motor vehicle dealers (441); and nursing homes (623). While probably linked by the need for lower cost real estate coupled with a large enough population to support the enterprise, the correlations will not always show an immediate and direct economic relationship. However, the results are indicative of industries that usually are co-located within Canadian metropolitan areas – like internet services (518); and professional services (541); or plastics/rubber (326); and fabricated metals (332) manufacturing. The strong negative correlations tell a similar story. Industries like telecommunications (517); and farms (111-112) are likely not to be co-located as with motor vehicle dealers (441); and transit companies (485).

**Exhibits A2.3** and **A2.4** show the same correlations for US metropolitan and micropolitan areas. With 939 total metro areas, the correlations are not as strong as they are for the smaller Canadian sample. However, the results are generally consistent with the Canadian results.

These tables allow for additional analysis of the top ten industries in Peterborough. First, in Peterborough the top 10 industry establishment shares neither have strong positive or negative correlation to each other. Second, three industry sectors (professional, scientific and technical services; food services and drinking places; and repair and maintenance) among the top ten have strong significant positive correlations with other industry sectors. Third, only the professional, scientific and technical services industry sector has strong significant negative correlations with other industry sectors.

NAICS 1	NAICS 2	Correlation
113 Forestry and logging	481 Air transportation	0.687
113 Forestry and logging	447 Gasoline stations	0.655
113 Forestry and logging	451 Sporting goods, hobby, book and music stores	0.618
114 Fishing, hunting and trapping	483 Water transportation	0.805
114 Fishing, hunting and trapping	487 Scenic and sightseeing transportation	0.651
115 Support activities for agriculture and forestry	321 Wood product manufacturing	0.817
211 Oil and gas extraction	486 Pipeline transportation	0.744
213 Support activities for mining and oil and gas extraction	486 Pipeline transportation	0.681
315 Clothing manufacturing	414 Personal and household goods wholesaler-distributors	0.819
315 Clothing manufacturing	711 Performing arts, spectator sports and related industries	0.618
316 Leather and allied product manufacturing	337 Furniture and related product manufacturing	0.728
316 Leather and allied product manufacturing	561 Administrative and support services	0.676
321 Wood product manufacturing	115 Support activities for agriculture and forestry	0.817
321 Wood product manufacturing	484 Truck transportation	0.65
325 Chemical manufacturing	332 Fabricated metal product manufacturing	0.677
325 Chemical manufacturing	335 Electrical equipment, appliance and component manufacturing	0.625
326 Plastics and rubber products manufacturing	333 Machinery manufacturing	0.803
326 Plastics and rubber products manufacturing	332 Fabricated metal product manufacturing	0.784
326 Plastics and rubber products manufacturing	335 Electrical equipment, appliance and component manufacturing	0.611
327 Non-metallic mineral product manufacturing	447 Gasoline stations	0.700
327 Non-metallic mineral product manufacturing	331 Primary metal manufacturing	0.657
327 Non-metallic mineral product manufacturing	448 Clothing and clothing accessories stores	0.601
331 Primary metal manufacturing	327 Non-metallic mineral product manufacturing	0.657
331 Primary metal manufacturing	448 Clothing and clothing accessories stores	0.621
332 Fabricated metal product manufacturing	326 Plastics and rubber products manufacturing	0.784
332 Fabricated metal product manufacturing	325 Chemical manufacturing	0.677
333 Machinery manufacturing	326 Plastics and rubber products manufacturing	0.803
335 Electrical equipment, appliance and component manufacturing	325 Chemical manufacturing	0.625
335 Electrical equipment, appliance and component manufacturing	326 Plastics and rubber products manufacturing	0.611
337 Furniture and related product manufacturing	316 Leather and allied product manufacturing	0.728
337 Furniture and related product manufacturing	561 Administrative and support services	0.724
414 Personal and household goods wholesaler-distributors	315 Clothing manufacturing	0.819
414 Personal and household goods wholesaler-distributors	711 Performing arts, spectator sports and related industries	0.763

NAICS 1	NAICS 2	Correlation
414 Personal and household goods wholesaler-distributors	512 Motion picture and sound recording industries	0.606
441 Motor vehicle and parts dealers	623 Nursing and residential care facilities	0.848
441 Motor vehicle and parts dealers	713 Amusement, gambling and recreation industries	0.808
441 Motor vehicle and parts dealers	515 Broadcasting (except Internet)	0.726
441 Motor vehicle and parts dealers	524 Insurance carriers and related activities	0.664
441 Motor vehicle and parts dealers	811 Repair and maintenance	0.664
441 Motor vehicle and parts dealers	622 Hospitals	0.661
441 Motor vehicle and parts dealers	452 General merchandise stores	0.637
441 Motor vehicle and parts dealers	913 Local, municipal and regional public administration	0.614
441 Motor vehicle and parts dealers	722 Food services and drinking places	0.613
441 Motor vehicle and parts dealers	453 Miscellaneous store retailers	0.61
442 Furniture and home furnishings stores	452 General merchandise stores	0.771
443 Electronics and appliance stores	452 General merchandise stores	0.626
444 Building material and garden equipment and supplies dealers	623 Nursing and residential care facilities	0.800
444 Building material and garden equipment and supplies dealers	713 Amusement, gambling and recreation industries	0.697
444 Building material and garden equipment and supplies dealers	811 Repair and maintenance	0.653
444 Building material and garden equipment and supplies dealers	451 Sporting goods, hobby, book and music stores	0.644
444 Building material and garden equipment and supplies dealers	913 Local, municipal and regional public administration	0.629
445 Food and beverage stores	722 Food services and drinking places	0.725
445 Food and beverage stores	452 General merchandise stores	0.687
445 Food and beverage stores	812 Personal and laundry services	0.608
445 Food and beverage stores	453 Miscellaneous store retailers	0.606
446 Health and personal care stores	722 Food services and drinking places	0.615
446 Health and personal care stores	812 Personal and laundry services	0.613
447 Gasoline stations	327 Non-metallic mineral product manufacturing	0.700
447 Gasoline stations	811 Repair and maintenance	0.696
447 Gasoline stations	713 Amusement, gambling and recreation industries	0.696
447 Gasoline stations	624 Social assistance	0.659
447 Gasoline stations	113 Forestry and logging	0.655
447 Gasoline stations	712 Heritage institutions	0.622
448 Clothing and clothing accessories stores	722 Food services and drinking places	0.706
448 Clothing and clothing accessories stores	713 Amusement, gambling and recreation industries	0.652
448 Clothing and clothing accessories stores	812 Personal and laundry services	0.633

NAICS 1	NAICS 2	Correlation
448 Clothing and clothing accessories stores	624 Social assistance	0.624
448 Clothing and clothing accessories stores	331 Primary metal manufacturing	0.621
448 Clothing and clothing accessories stores	327 Non-metallic mineral product manufacturing	0.601
451 Sporting goods, hobby, book and music stores	444 Building material and garden equipment and supplies dealers	0.644
451 Sporting goods, hobby, book and music stores	113 Forestry and logging	0.618
452 General merchandise stores	442 Furniture and home furnishings stores	0.771
452 General merchandise stores	445 Food and beverage stores	0.687
452 General merchandise stores	441 Motor vehicle and parts dealers	0.637
452 General merchandise stores	443 Electronics and appliance stores	0.626
453 Miscellaneous store retailers	721 Accommodation services	0.750
453 Miscellaneous store retailers	713 Amusement, gambling and recreation industries	0.726
453 Miscellaneous store retailers	441 Motor vehicle and parts dealers	0.610
453 Miscellaneous store retailers	445 Food and beverage stores	0.606
481 Air transportation	113 Forestry and logging	0.687
481 Air transportation	532 Rental and leasing services	0.648
482 Rail transportation	521 Monetary authorities - Central bank	0.624
483 Water transportation	114 Fishing, hunting and trapping	0.805
483 Water transportation	521 Monetary authorities - Central bank	0.609
484 Truck transportation	321 Wood product manufacturing	0.650
486 Pipeline transportation	211 Oil and gas extraction	0.744
486 Pipeline transportation	213 Support activities for mining and oil and gas extraction	0.681
487 Scenic and sightseeing transportation	114 Fishing, hunting and trapping	0.651
511 Publishing industries (except Internet)	711 Performing arts, spectator sports and related industries	0.644
512 Motion picture and sound recording industries	711 Performing arts, spectator sports and related industries	0.701
512 Motion picture and sound recording industries	414 Personal and household goods wholesaler-distributors	0.606
515 Broadcasting (except Internet)	441 Motor vehicle and parts dealers	0.726
515 Broadcasting (except Internet)	623 Nursing and residential care facilities	0.713
515 Broadcasting (except Internet)	524 Insurance carriers and related activities	0.689
515 Broadcasting (except Internet)	622 Hospitals	0.685
515 Broadcasting (except Internet)	913 Local, municipal and regional public administration	0.602
518 Internet service providers, web search portals, and data processing services	541 Professional, scientific and technical services	0.792
521 Monetary authorities - Central bank	482 Rail transportation	0.624

NAICS 1	NAICS 2	Correlation
521 Monetary authorities - Central bank	483 Water transportation	0.609
524 Insurance carriers and related activities	515 Broadcasting (except Internet)	0.689
524 Insurance carriers and related activities	441 Motor vehicle and parts dealers	0.664
532 Rental and leasing services	481 Air transportation	0.648
541 Professional, scientific and technical services	518 Internet service providers, web search portals, and data processing services	0.792
541 Professional, scientific and technical services	814 Private households	0.601
561 Administrative and support services	337 Furniture and related product manufacturing	0.724
561 Administrative and support services	316 Leather and allied product manufacturing	0.676
622 Hospitals	712 Heritage institutions	0.804
622 Hospitals	515 Broadcasting (except Internet)	0.685
622 Hospitals	441 Motor vehicle and parts dealers	0.661
623 Nursing and residential care facilities	441 Motor vehicle and parts dealers	0.848
623 Nursing and residential care facilities	444 Building material and garden equipment and supplies dealers	0.800
623 Nursing and residential care facilities	515 Broadcasting (except Internet)	0.713
623 Nursing and residential care facilities	713 Amusement, gambling and recreation industries	0.633
623 Nursing and residential care facilities	811 Repair and maintenance	0.620
624 Social assistance	447 Gasoline stations	0.659
624 Social assistance	448 Clothing and clothing accessories stores	0.624
624 Social assistance	713 Amusement, gambling and recreation industries	0.621
624 Social assistance	712 Heritage institutions	0.616
624 Social assistance	813 Religious, grant-making, civic, and professional and similar organizations	0.601
711 Performing arts, spectator sports and related industries	414 Personal and household goods wholesaler-distributors	0.763
711 Performing arts, spectator sports and related industries	512 Motion picture and sound recording industries	0.701
711 Performing arts, spectator sports and related industries	511 Publishing industries (except Internet)	0.644
711 Performing arts, spectator sports and related industries	315 Clothing manufacturing	0.618
712 Heritage institutions	622 Hospitals	0.804
712 Heritage institutions	721 Accommodation services	0.647
712 Heritage institutions	447 Gasoline stations	0.622
712 Heritage institutions	624 Social assistance	0.616
713 Amusement, gambling and recreation industries	441 Motor vehicle and parts dealers	0.808
713 Amusement, gambling and recreation industries	453 Miscellaneous store retailers	0.726
713 Amusement, gambling and recreation industries	811 Repair and maintenance	0.706



NAICS 1	NAICS 2	Correlation
713 Amusement, gambling and recreation industries	722 Food services and drinking places	0.698
713 Amusement, gambling and recreation industries	444 Building material and garden equipment and supplies dealers	0.697
713 Amusement, gambling and recreation industries	447 Gasoline stations	0.696
713 Amusement, gambling and recreation industries	448 Clothing and clothing accessories stores	0.652
713 Amusement, gambling and recreation industries	721 Accommodation services	0.637
713 Amusement, gambling and recreation industries	623 Nursing and residential care facilities	0.633
713 Amusement, gambling and recreation industries	812 Personal and laundry services	0.624
713 Amusement, gambling and recreation industries	624 Social assistance	0.621
721 Accommodation services	453 Miscellaneous store retailers	0.750
721 Accommodation services	712 Heritage institutions	0.647
721 Accommodation services	713 Amusement, gambling and recreation industries	0.637
722 Food services and drinking places	445 Food and beverage stores	0.725
722 Food services and drinking places	448 Clothing and clothing accessories stores	0.706
722 Food services and drinking places	713 Amusement, gambling and recreation industries	0.698
722 Food services and drinking places	812 Personal and laundry services	0.685
722 Food services and drinking places	446 Health and personal care stores	0.615
722 Food services and drinking places	441 Motor vehicle and parts dealers	0.613
811 Repair and maintenance	713 Amusement, gambling and recreation industries	0.706
811 Repair and maintenance	447 Gasoline stations	0.696
811 Repair and maintenance	441 Motor vehicle and parts dealers	0.664
811 Repair and maintenance	444 Building material and garden equipment and supplies dealers	0.653
811 Repair and maintenance	623 Nursing and residential care facilities	0.620
812 Personal and laundry services	722 Food services and drinking places	0.685
812 Personal and laundry services	448 Clothing and clothing accessories stores	0.633
812 Personal and laundry services	713 Amusement, gambling and recreation industries	0.624
812 Personal and laundry services	446 Health and personal care stores	0.613
812 Personal and laundry services	445 Food and beverage stores	0.608
813 Religious, grant-making, civic, and professional and similar organizations	624 Social assistance	0.601
814 Private households	541 Professional, scientific and technical services	0.601
913 Local, municipal and regional public administration	444 Building material and garden equipment and supplies dealers	0.629
913 Local, municipal and regional public administration	441 Motor vehicle and parts dealers	0.614
913 Local, municipal and regional public administration	515 Broadcasting (except Internet)	0.602

NAICS 1	NAICS 2	Correlation
111-112 Farms	517 Telecommunications	-0.618
337 Furniture and related product manufacturing	621 Ambulatory health care services	-0.647
441 Motor vehicle and parts dealers	518 Internet service providers, web search portals, and data processing services	-0.603
441 Motor vehicle and parts dealers	485 Transit and ground passenger transportation	-0.612
441 Motor vehicle and parts dealers	541 Professional, scientific and technical services	-0.681
444 Building material and garden equipment and supplies dealers	485 Transit and ground passenger transportation	-0.623
444 Building material and garden equipment and supplies dealers	814 Private households	-0.629
444 Building material and garden equipment and supplies dealers	541 Professional, scientific and technical services	-0.662
447 Gasoline stations	541 Professional, scientific and technical services	-0.621
485 Transit and ground passenger transportation	441 Motor vehicle and parts dealers	-0.612
485 Transit and ground passenger transportation	444 Building material and garden equipment and supplies dealers	-0.623
493 Warehousing and storage	518 Internet service providers, web search portals, and data processing services	-0.633
517 Telecommunications	111-112 Farms	-0.618
518 Internet service providers, web search portals, and data processing services	441 Motor vehicle and parts dealers	-0.603
518 Internet service providers, web search portals, and data processing services	493 Warehousing and storage	-0.633
541 Professional, scientific and technical services	447 Gasoline stations	-0.621
541 Professional, scientific and technical services	444 Building material and garden equipment and supplies dealers	-0.662
541 Professional, scientific and technical services	441 Motor vehicle and parts dealers	-0.681
541 Professional, scientific and technical services	623 Nursing and residential care facilities	-0.729
621 Ambulatory health care services	337 Furniture and related product manufacturing	-0.647
623 Nursing and residential care facilities	814 Private households	-0.601
623 Nursing and residential care facilities	541 Professional, scientific and technical services	-0.729
814 Private households	623 Nursing and residential care facilities	-0.601
814 Private households	444 Building material and garden equipment and supplies dealers	-0.629

NAICS 1	NAICS 2	Correlation
113 Forestry and Logging	321 Wood Product Manufacturing	0.436
114 Fishing, Hunting and Trapping	481 Air Transportation	0.445
211 Oil and Gas Extraction	486 Pipeline Transportation	0.467
211 Oil and Gas Extraction	533 Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0.473
213 Support Activities for Mining	486 Pipeline Transportation	0.528
213 Support Activities for Mining	532 Rental and Leasing Services	0.445
221 Utilities	622 Hospitals	0.437
236 Construction of Buildings	451 Sporting Goods, Hobby, Book, and Music Stores	0.407
321 Wood Product Manufacturing	113 Forestry and Logging	0.436
326 Plastics and Rubber Products Manufacturing	332 Fabricated Metal Product Manufacturing	0.474
326 Plastics and Rubber Products Manufacturing	333 Machinery Manufacturing	0.443
332 Fabricated Metal Product Manufacturing	326 Plastics and Rubber Products Manufacturing	0.474
333 Machinery Manufacturing	326 Plastics and Rubber Products Manufacturing	0.443
441 Motor Vehicle and Parts Dealers	452 General Merchandise Stores	0.606
441 Motor Vehicle and Parts Dealers	522 Credit Intermediation and Related Activities	0.431
446 Health and Personal Care Stores	452 General Merchandise Stores	0.540
446 Health and Personal Care Stores	522 Credit Intermediation and Related Activities	0.477
447 Gasoline Stations	452 General Merchandise Stores	0.698
447 Gasoline Stations	522 Credit Intermediation and Related Activities	0.605
447 Gasoline Stations	622 Hospitals	0.438
447 Gasoline Stations	813 Religious, Grantmaking, Civic, Professional, and Similar Organizations	0.415
451 Sporting Goods, Hobby, Book, and Music Stores	236 Construction of Buildings	0.407
452 General Merchandise Stores	441 Motor Vehicle and Parts Dealers	0.606
452 General Merchandise Stores	446 Health and Personal Care Stores	0.540
452 General Merchandise Stores	447 Gasoline Stations	0.698
452 General Merchandise Stores	522 Credit Intermediation and Related Activities	0.654
452 General Merchandise Stores	813 Religious, Grantmaking, Civic, Professional, and Similar Organizations	0.465
481 Air Transportation	114 Fishing, Hunting and Trapping	0.445
486 Pipeline Transportation	211 Oil and Gas Extraction	0.467
486 Pipeline Transportation	213 Support Activities for Mining	0.528
512 Motion Picture and Sound Recording Industries	711 Performing Arts, Spectator Sports, and Related Industries	0.441
518 Internet Service Providers, Web Search Portals, and Data Processing Services	541 Professional, Scientific, and Technical Services	0.510

NAICS 1	NAICS 2	Correlation
522 Credit Intermediation and Related Activities	441 Motor Vehicle and Parts Dealers	0.431
522 Credit Intermediation and Related Activities	446 Health and Personal Care Stores	0.477
522 Credit Intermediation and Related Activities	447 Gasoline Stations	0.605
522 Credit Intermediation and Related Activities	452 General Merchandise Stores	0.654
523 Securities, Commodity Contracts, and Other Financial Investments and Related Activities	541 Professional, Scientific, and Technical Services	0.467
523 Securities, Commodity Contracts, and Other Financial Investments and Related Activities	561 Administrative and Support Services	0.429
531 Real Estate	541 Professional, Scientific, and Technical Services	0.511
531 Real Estate	561 Administrative and Support Services	0.513
532 Rental and Leasing Services	213 Support Activities for Mining	0.445
533 Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	211 Oil and Gas Extraction	0.473
541 Professional, Scientific, and Technical Services	518 Internet Service Providers, Web Search Portals, and Data Processing Services	0.510
541 Professional, Scientific, and Technical Services	523 Securities, Commodity Contracts, and Other Financial Investments and Related Activities	0.467
541 Professional, Scientific, and Technical Services	531 Real Estate	0.511
541 Professional, Scientific, and Technical Services	561 Administrative and Support Services	0.620
541 Professional, Scientific, and Technical Services	611 Educational Services	0.531
561 Administrative and Support Services	523 Securities, Commodity Contracts, and Other Financial Investments and Related Activities	0.429
561 Administrative and Support Services	531 Real Estate	0.513
561 Administrative and Support Services	541 Professional, Scientific, and Technical Services	0.62
561 Administrative and Support Services	611 Educational Services	0.407
611 Educational Services	541 Professional, Scientific, and Technical Services	0.531
611 Educational Services	561 Administrative and Support Services	0.407
622 Hospitals	221 Utilities	0.437
622 Hospitals	447 Gasoline Stations	0.438
711 Performing Arts, Spectator Sports, and Related Industries	512 Motion Picture and Sound Recording Industries	0.441
813 Religious, Grantmaking, Civic, Professional, and Similar Organizations	447 Gasoline Stations	0.415
813 Religious, Grantmaking, Civic, Professional, and Similar Organizations	452 General Merchandise Stores	0.465

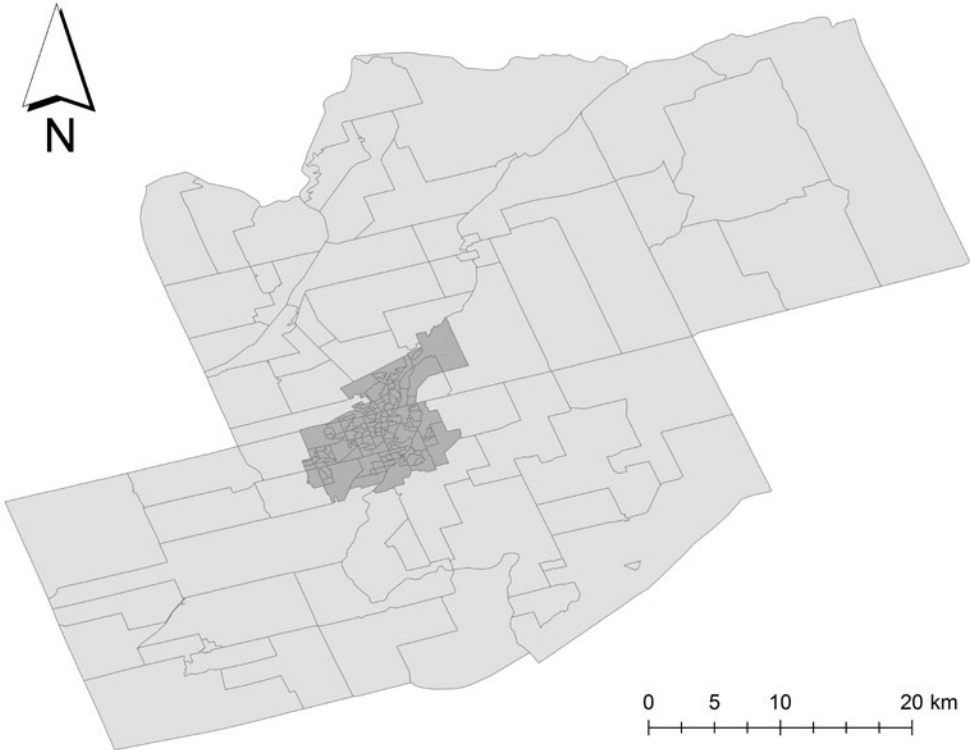
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221 Utilities	561 Administrative and Support Services	-0.446
236 Construction of Buildings	446 Health and Personal Care Stores	-0.444
236 Construction of Buildings	452 General Merchandise Stores	-0.475
236 Construction of Buildings	522 Credit Intermediation and Related Activities	-0.489
238 Specialty Trade Contractors	446 Health and Personal Care Stores	-0.459
238 Specialty Trade Contractors	452 General Merchandise Stores	-0.487
238 Specialty Trade Contractors	522 Credit Intermediation and Related Activities	-0.453
423 Merchant Wholesalers, Durable Goods	721 Accommodation	-0.413
441 Motor Vehicle and Parts Dealers	523 Securities, Commodity Contracts, and Other Financial Investments and Related Activities	-0.446
441 Motor Vehicle and Parts Dealers	531 Real Estate	-0.436
441 Motor Vehicle and Parts Dealers	541 Professional, Scientific, and Technical Services	-0.584
441 Motor Vehicle and Parts Dealers	561 Administrative and Support Services	-0.528
441 Motor Vehicle and Parts Dealers	611 Educational Services	-0.451
441 Motor Vehicle and Parts Dealers	711 Performing Arts, Spectator Sports, and Related Industries	-0.425
444 Building Material and Garden Equipment and Supplies Dealers	541 Professional, Scientific, and Technical Services	-0.531
444 Building Material and Garden Equipment and Supplies Dealers	561 Administrative and Support Services	-0.462
444 Building Material and Garden Equipment and Supplies Dealers	611 Educational Services	-0.401
446 Health and Personal Care Stores	236 Construction of Buildings	-0.444
446 Health and Personal Care Stores	238 Specialty Trade Contractors	-0.459
447 Gasoline Stations	523 Securities, Commodity Contracts, and Other Financial Investments and Related Activities	-0.485
447 Gasoline Stations	541 Professional, Scientific, and Technical Services	-0.481
447 Gasoline Stations	561 Administrative and Support Services	-0.516
452 General Merchandise Stores	236 Construction of Buildings	-0.475
452 General Merchandise Stores	238 Specialty Trade Contractors	-0.487
452 General Merchandise Stores	523 Securities, Commodity Contracts, and Other Financial Investments and Related Activities	-0.430
452 General Merchandise Stores	531 Real Estate	-0.413
452 General Merchandise Stores	541 Professional, Scientific, and Technical Services	-0.479
452 General Merchandise Stores	561 Administrative and Support Services	-0.519
452 General Merchandise Stores	711 Performing Arts, Spectator Sports, and Related Industries	-0.402
484 Truck Transportation	541 Professional, Scientific, and Technical Services	-0.450
484 Truck Transportation	561 Administrative and Support Services	-0.449

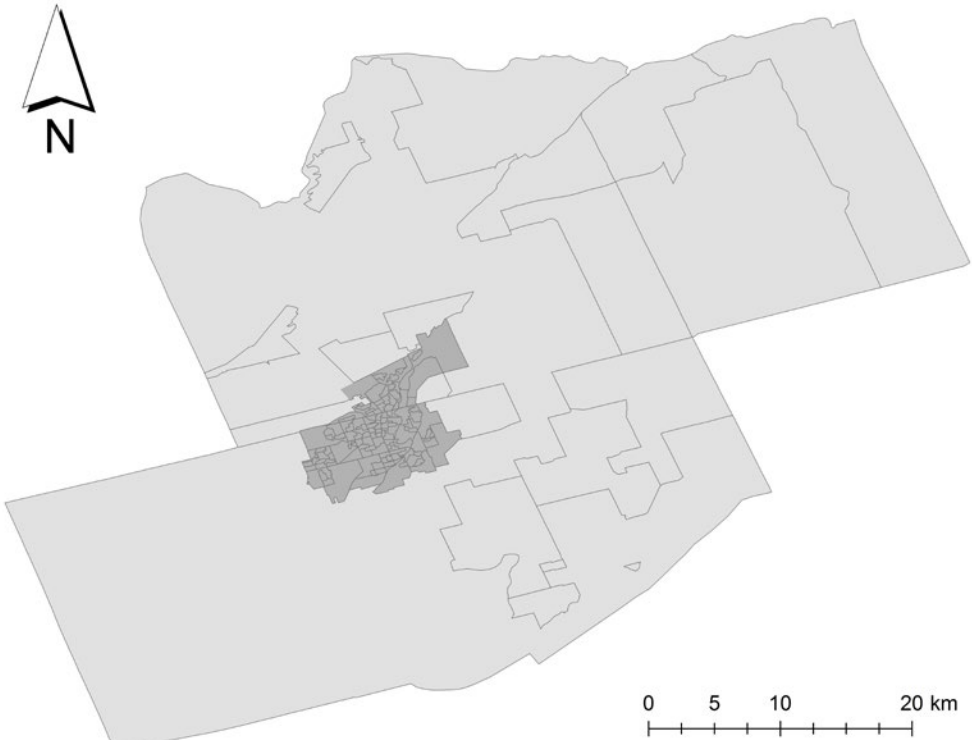
NAICS 1	NAICS 2	Correlation
522 Credit Intermediation and Related Activities	236 Construction of Buildings	-0.489
522 Credit Intermediation and Related Activities	238 Specialty Trade Contractors	-0.453
523 Securities, Commodity Contracts, and Other Financial Investments and Related Activities	441 Motor Vehicle and Parts Dealers	-0.446
523 Securities, Commodity Contracts, and Other Financial Investments and Related Activities	447 Gasoline Stations	-0.485
523 Securities, Commodity Contracts, and Other Financial Investments and Related Activities	452 General Merchandise Stores	-0.430
531 Real Estate	441 Motor Vehicle and Parts Dealers	-0.436
531 Real Estate	452 General Merchandise Stores	-0.413
531 Real Estate	813 Religious, Grantmaking, Civic, Professional, and Similar Organizations	-0.479
541 Professional, Scientific, and Technical Services	441 Motor Vehicle and Parts Dealers	-0.584
541 Professional, Scientific, and Technical Services	444 Building Material and Garden Equipment and Supplies Dealers	-0.531
541 Professional, Scientific, and Technical Services	447 Gasoline Stations	-0.481
541 Professional, Scientific, and Technical Services	452 General Merchandise Stores	-0.479
541 Professional, Scientific, and Technical Services	484 Truck Transportation	-0.450
541 Professional, Scientific, and Technical Services	813 Religious, Grantmaking, Civic, Professional, and Similar Organizations	-0.457
561 Administrative and Support Services	221 Utilities	-0.446
561 Administrative and Support Services	441 Motor Vehicle and Parts Dealers	-0.528
561 Administrative and Support Services	444 Building Material and Garden Equipment and Supplies Dealers	-0.462
561 Administrative and Support Services	447 Gasoline Stations	-0.516
561 Administrative and Support Services	452 General Merchandise Stores	-0.519
561 Administrative and Support Services	484 Truck Transportation	-0.449
561 Administrative and Support Services	622 Hospitals	-0.457
561 Administrative and Support Services	813 Religious, Grantmaking, Civic, Professional, and Similar Organizations	-0.400
611 Educational Services	441 Motor Vehicle and Parts Dealers	-0.451
611 Educational Services	444 Building Material and Garden Equipment and Supplies Dealers	-0.401
622 Hospitals	561 Administrative and Support Services	-0.457
711 Performing Arts, Spectator Sports, and Related Industries	441 Motor Vehicle and Parts Dealers	-0.425
711 Performing Arts, Spectator Sports, and Related Industries	452 General Merchandise Stores	-0.402
721 Accommodation	423 Merchant Wholesalers, Durable Goods	-0.413
813 Religious, Grantmaking, Civic, Professional, and Similar Organizations	531 Real Estate	-0.479
813 Religious, Grantmaking, Civic, Professional, and Similar Organizations	541 Professional, Scientific, and Technical Services	-0.457
813 Religious, Grantmaking, Civic, Professional, and Similar Organizations	561 Administrative and Support Services	-0.400

# MAP APPENDIX

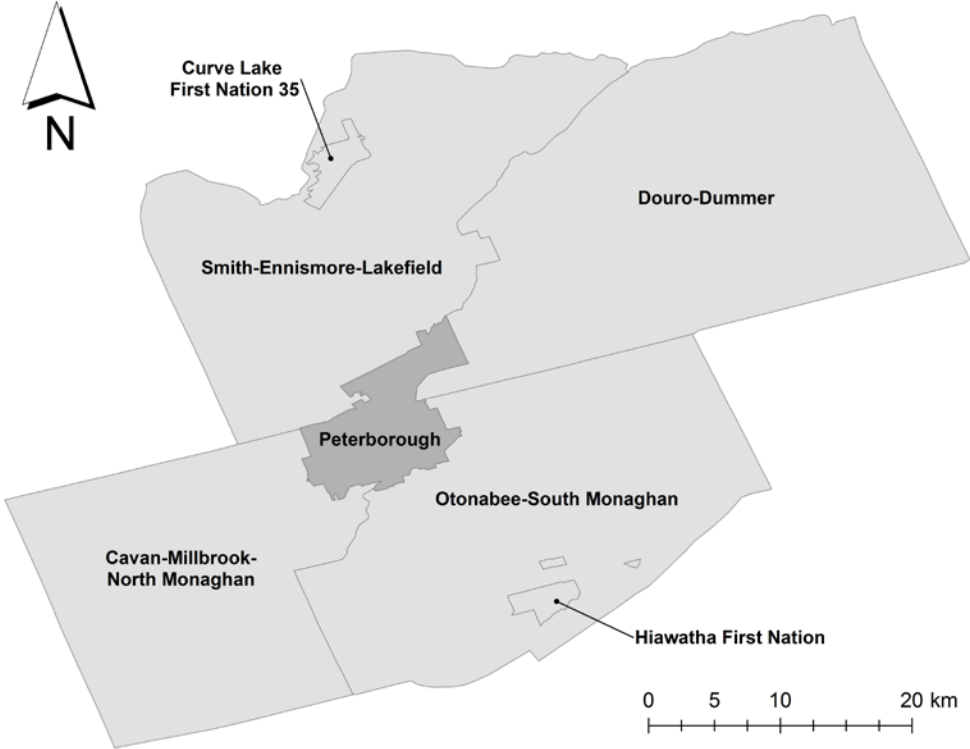
Dissemination area reference map for Peterborough, 2007–2008

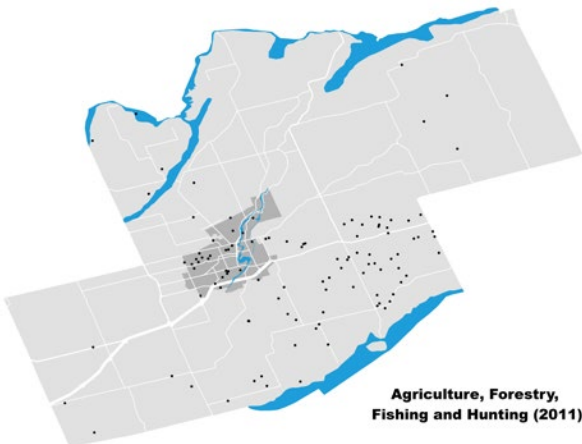
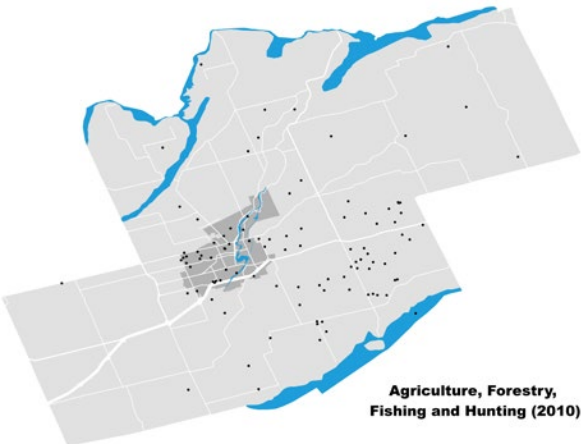
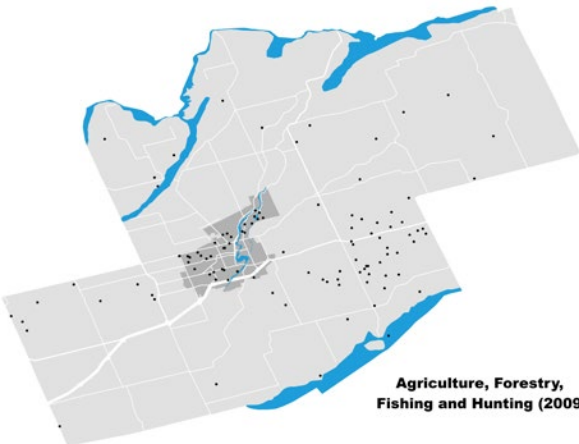
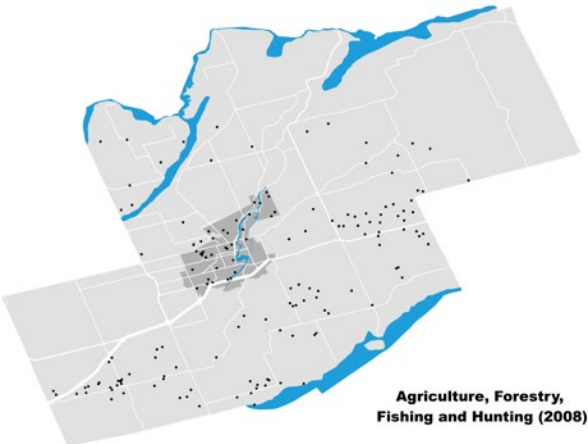
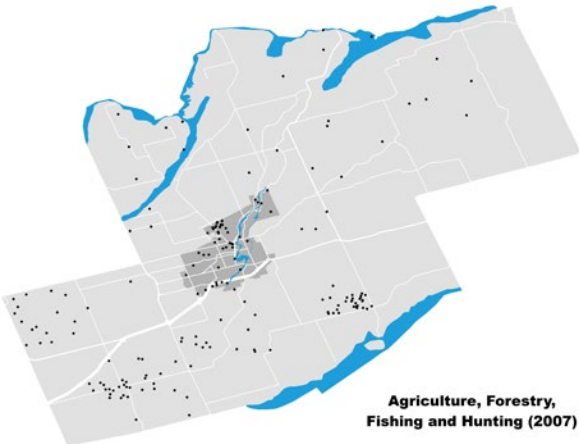
Exhibit M2.1.1

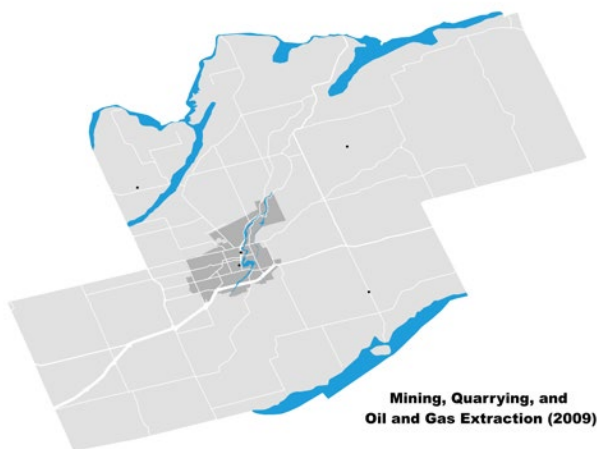
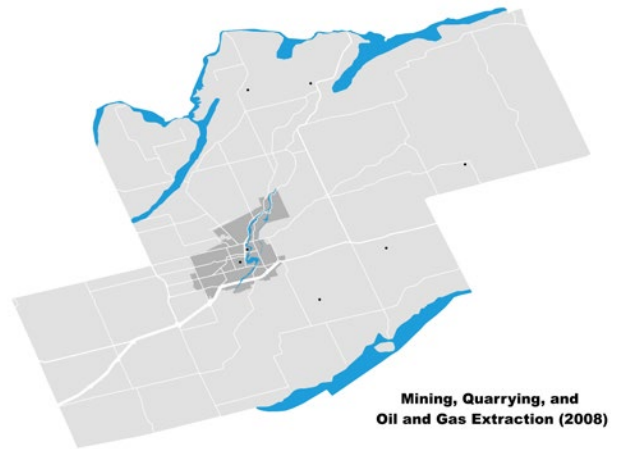
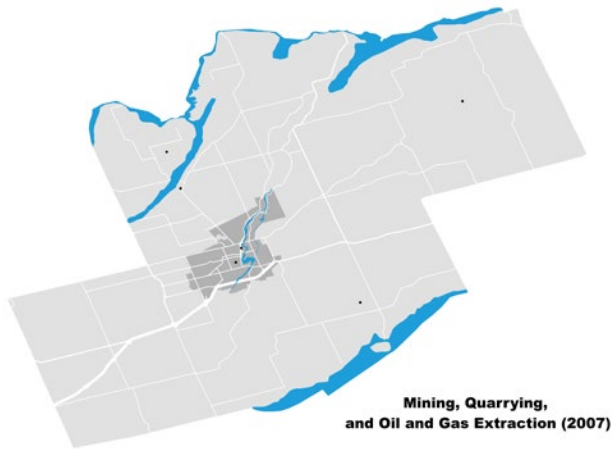


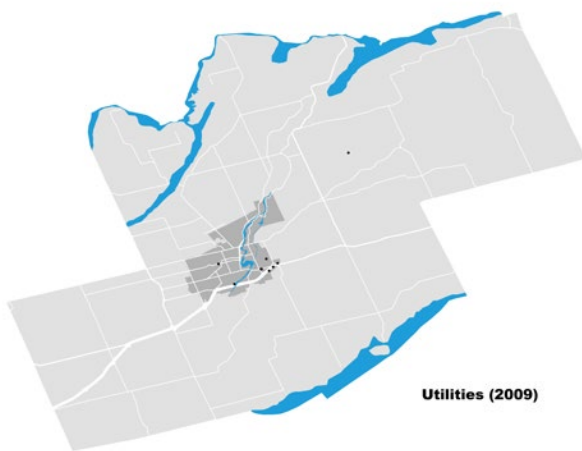
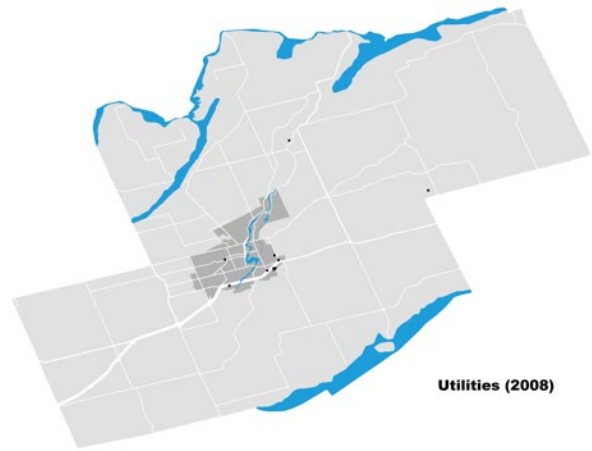


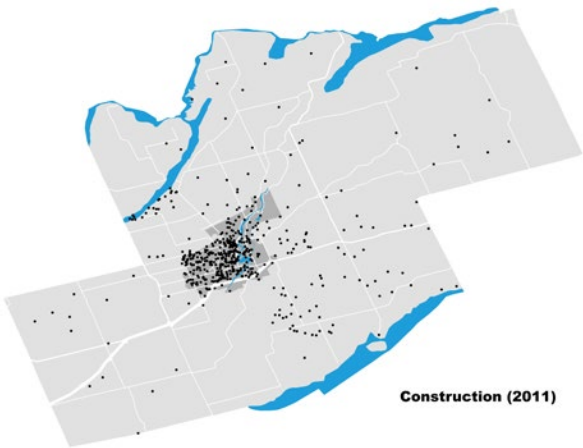
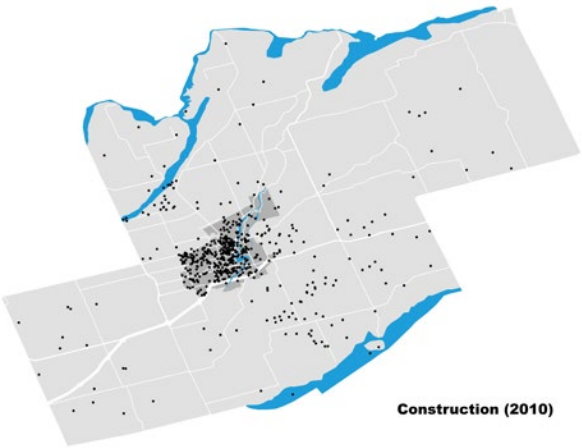
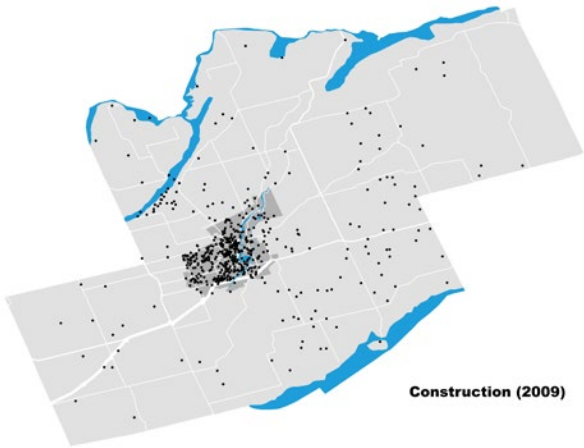
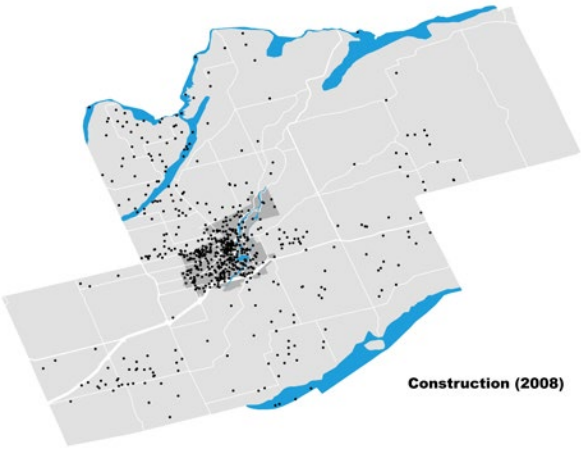
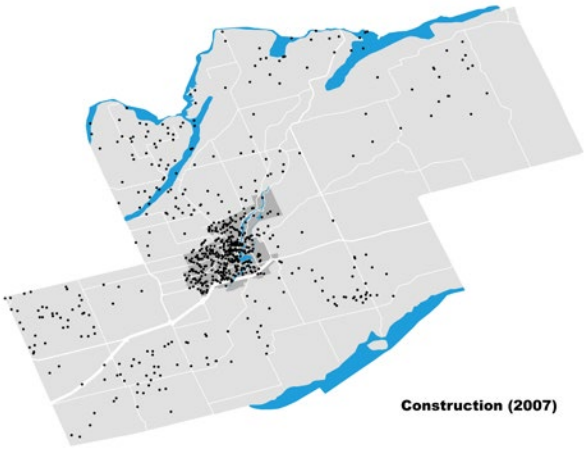


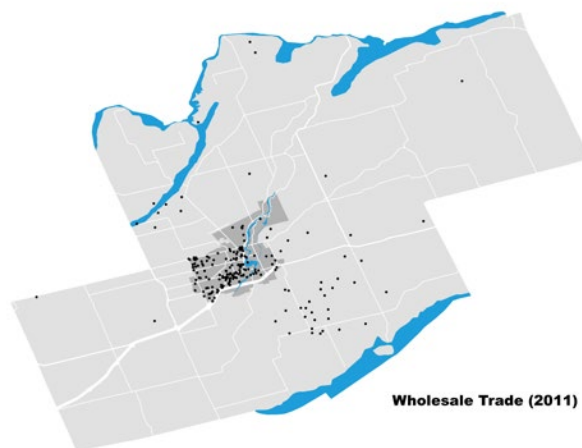
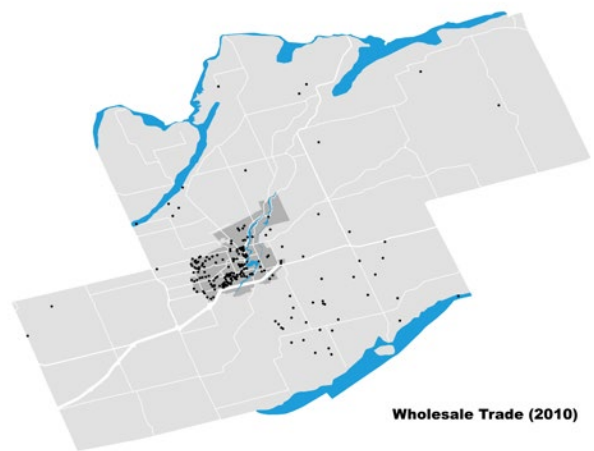
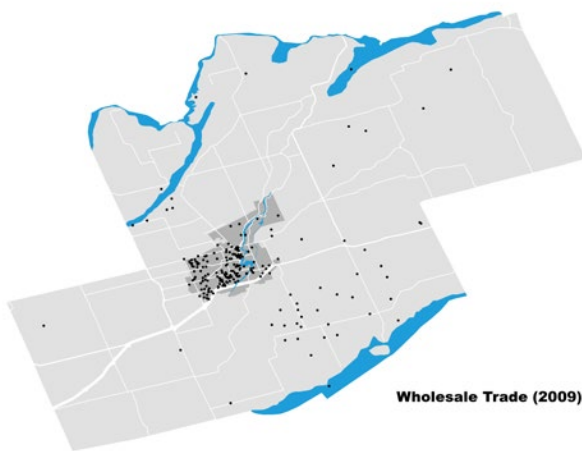
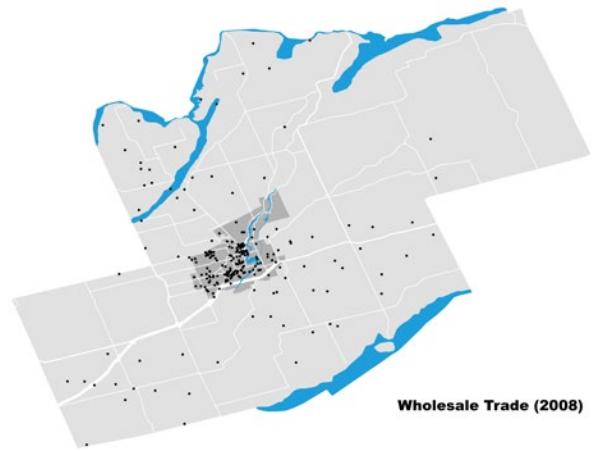
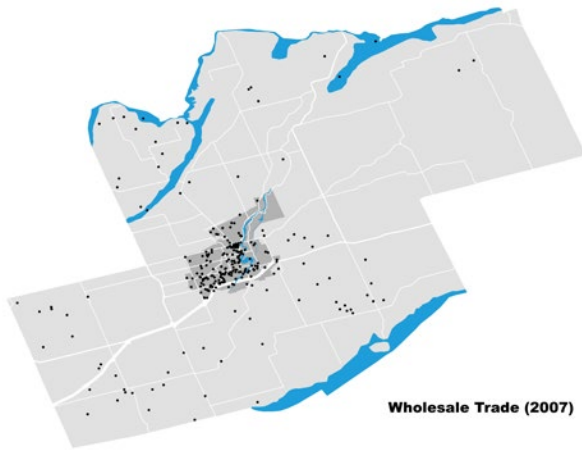


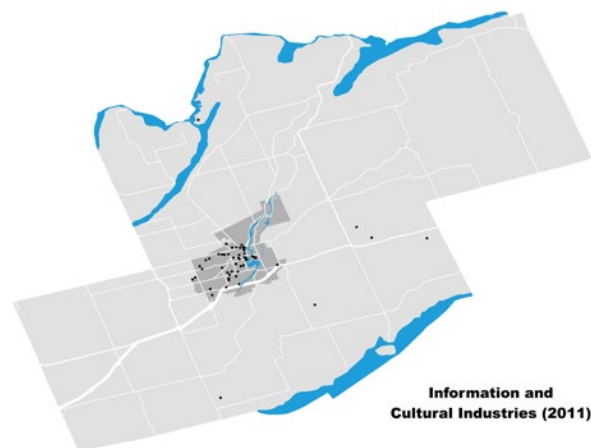
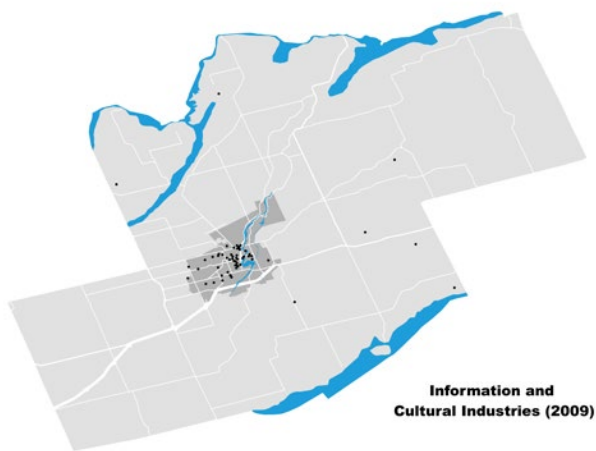
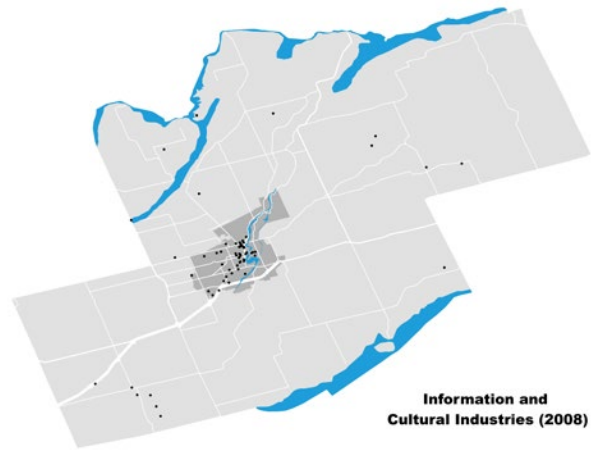
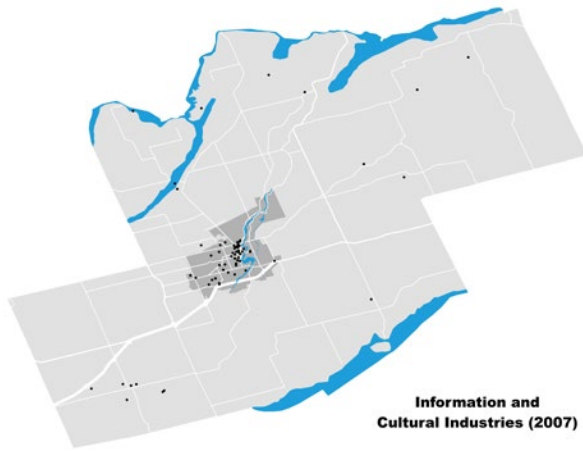




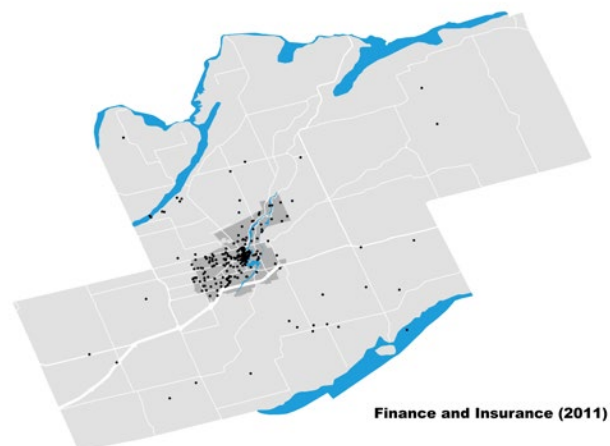
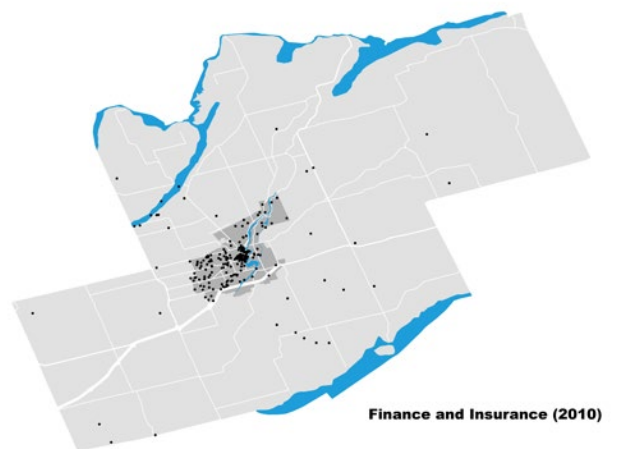
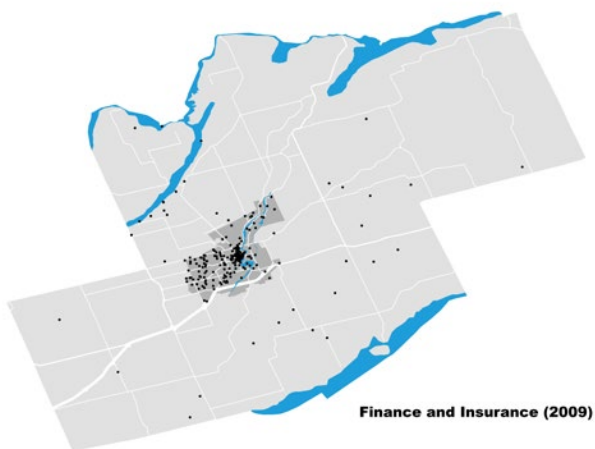
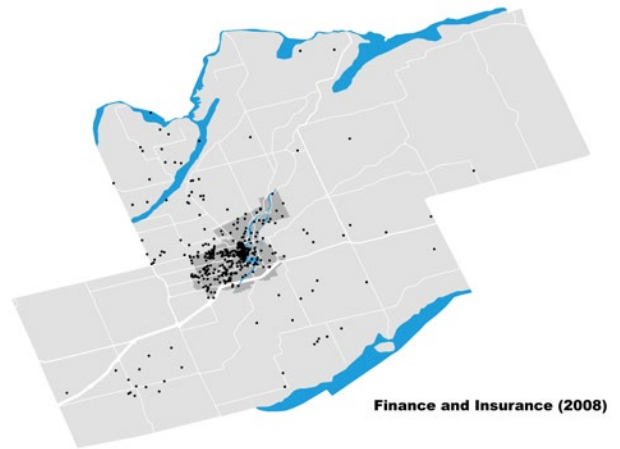
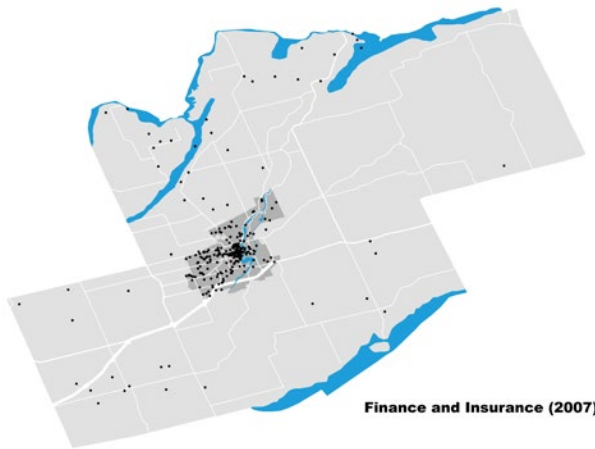




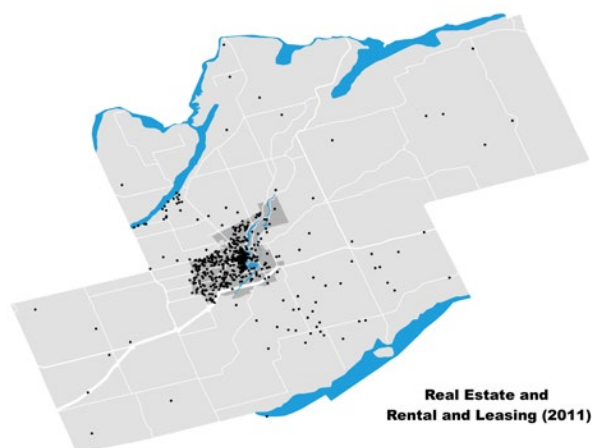
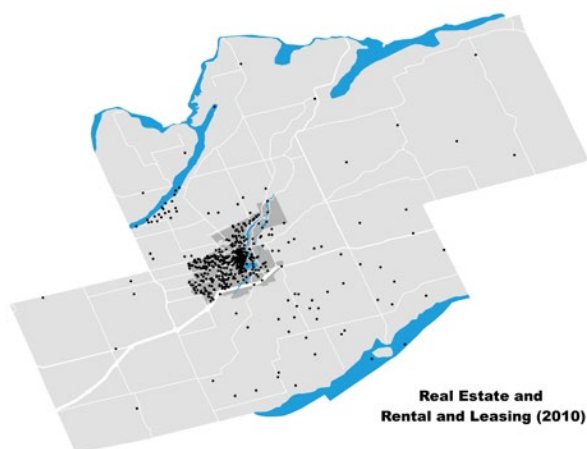
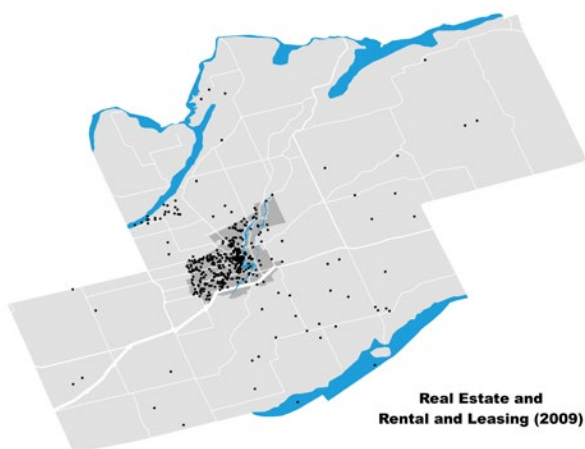
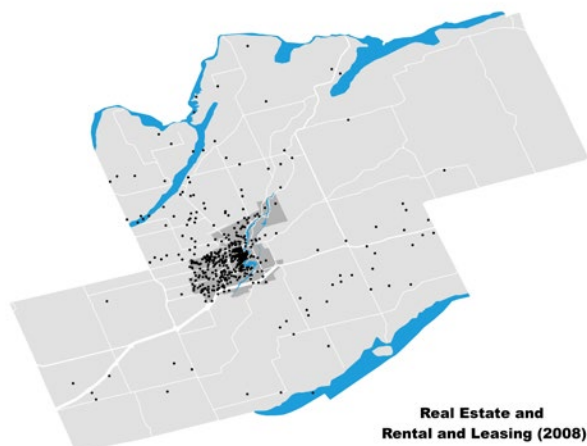
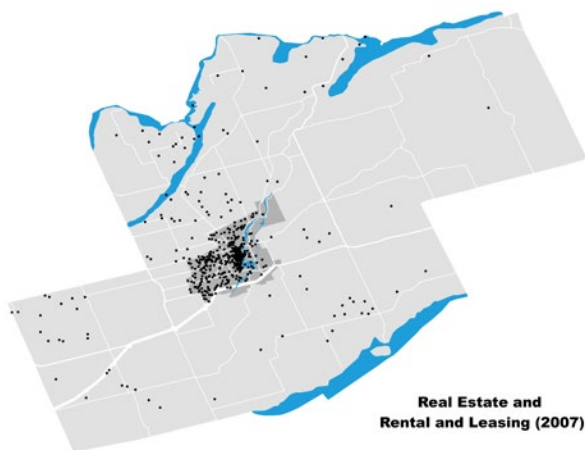


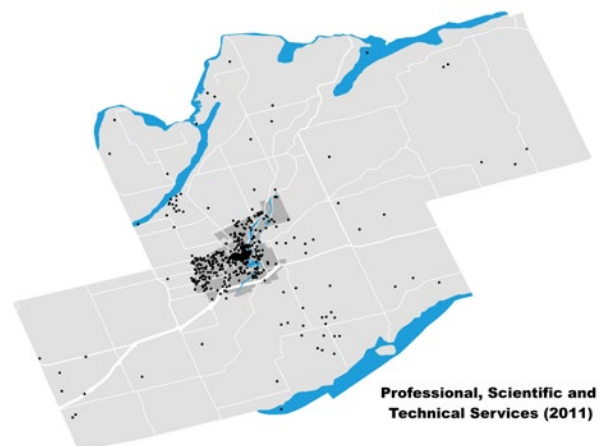
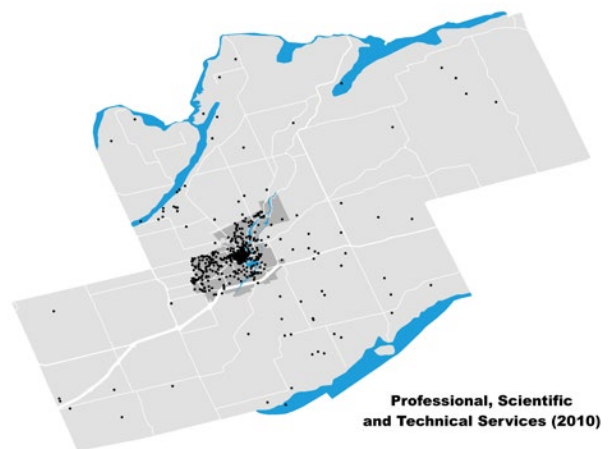
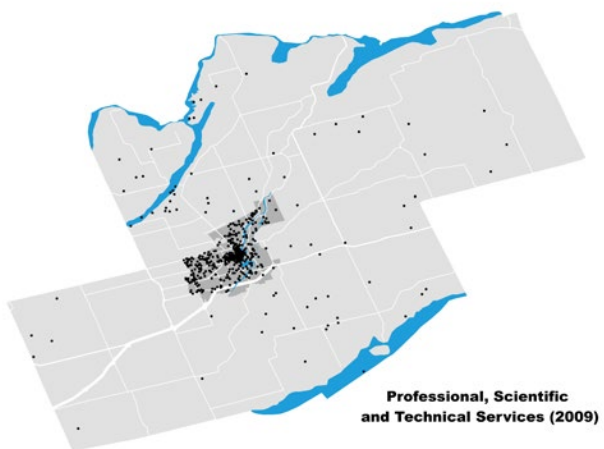
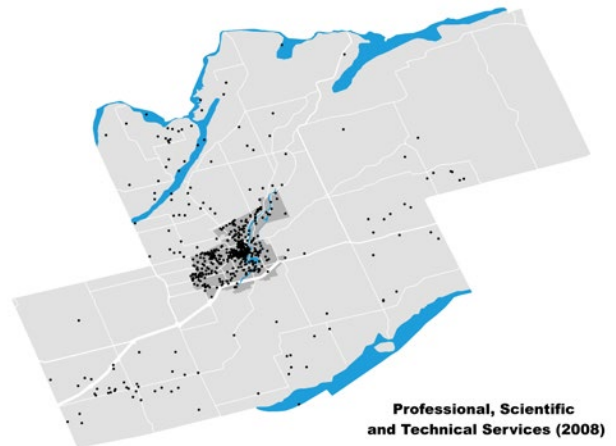
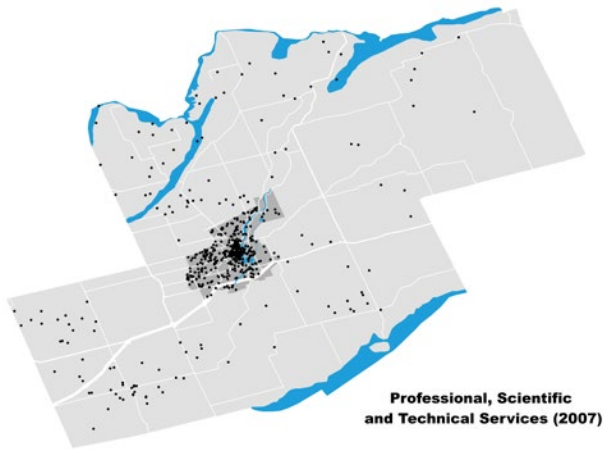


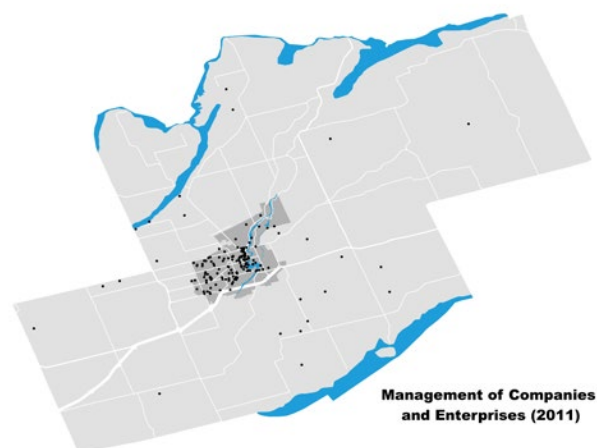
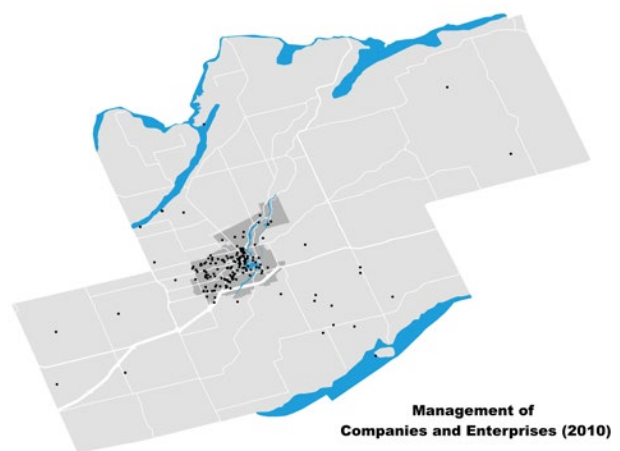
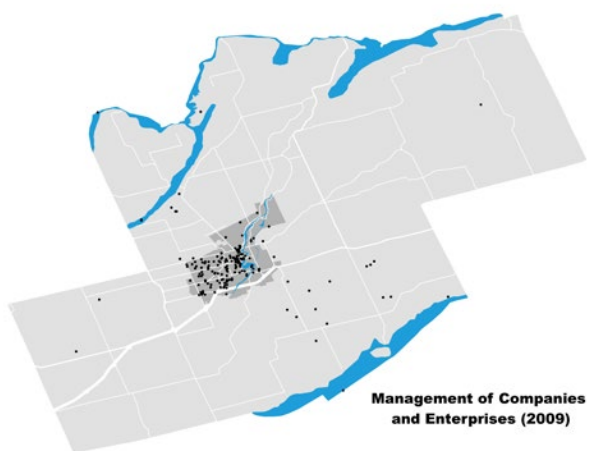
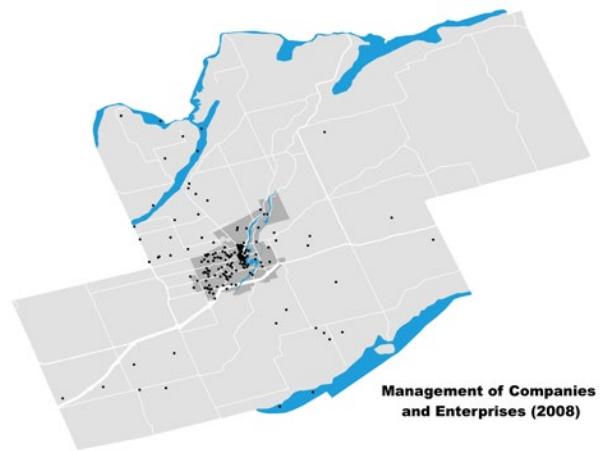
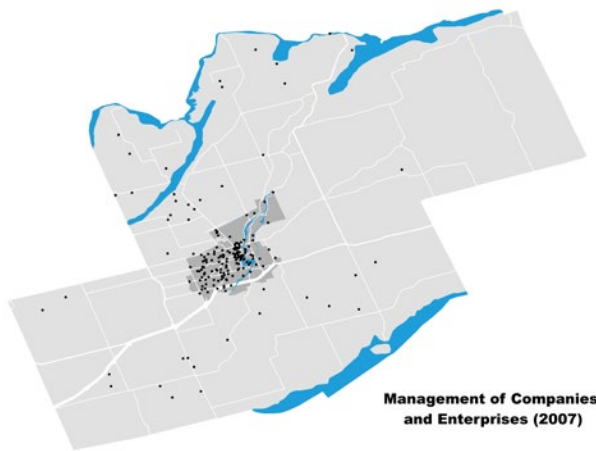


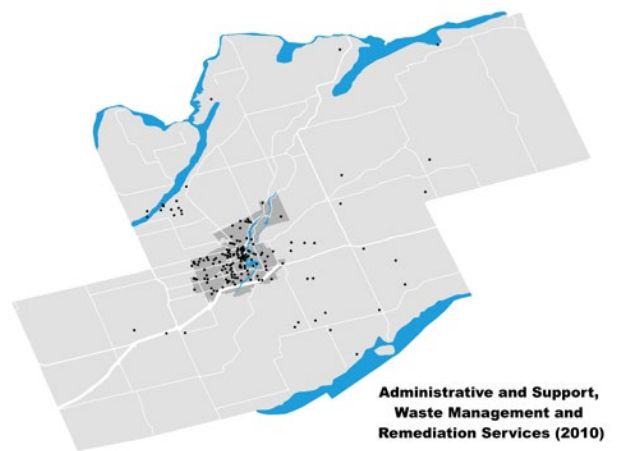
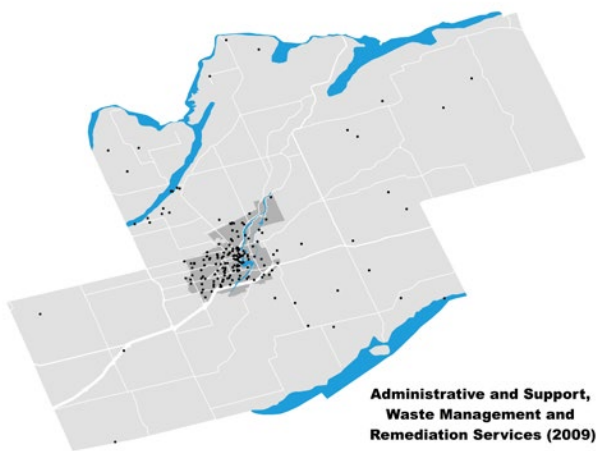
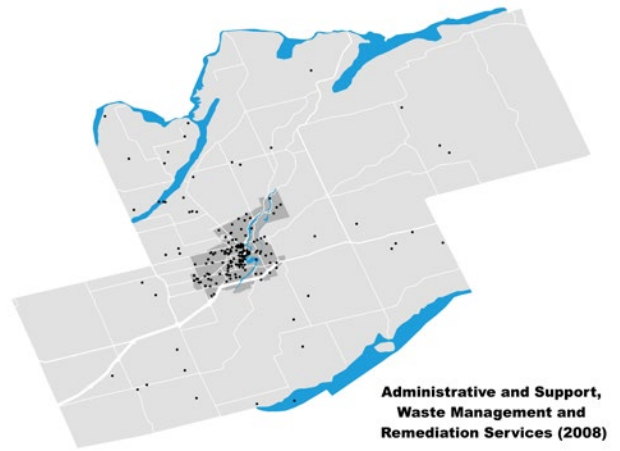
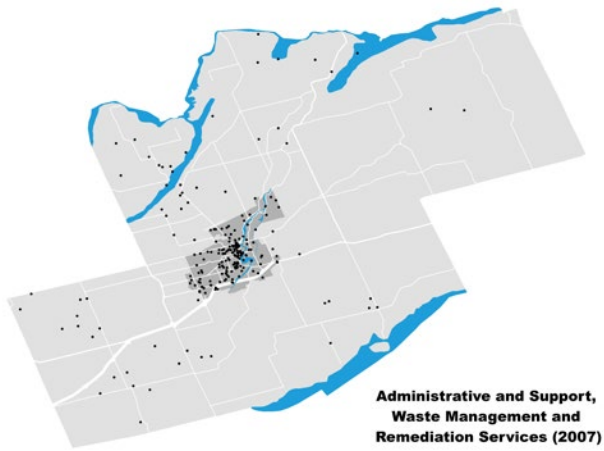


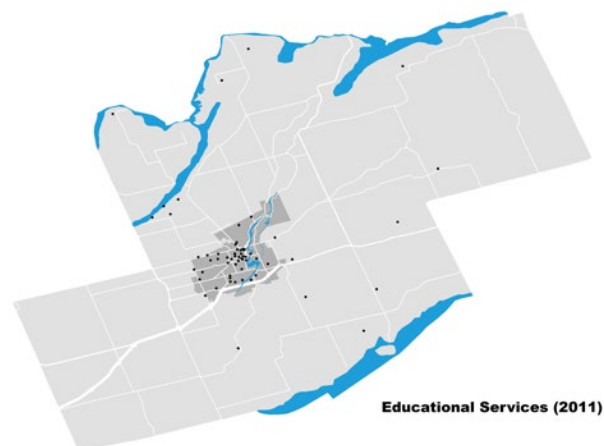
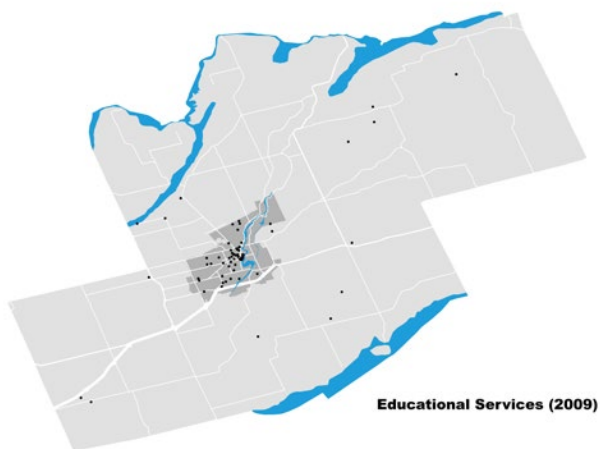
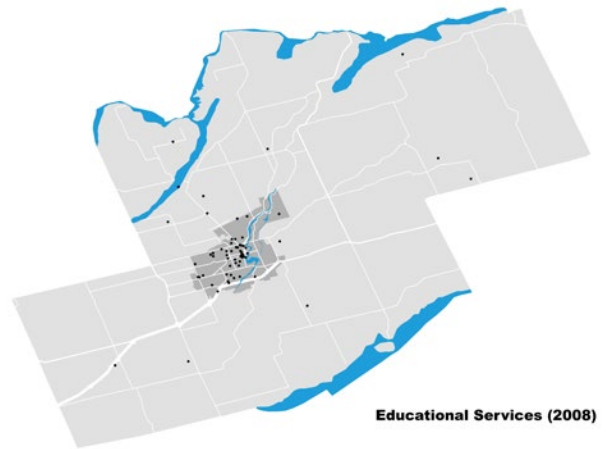
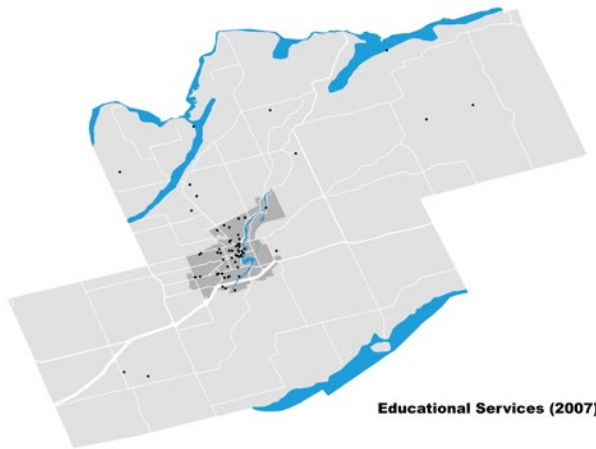


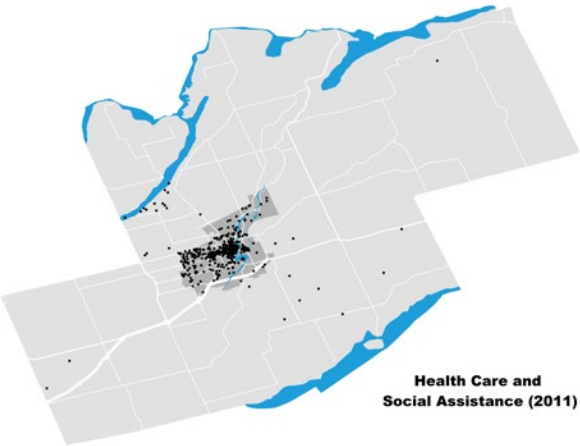
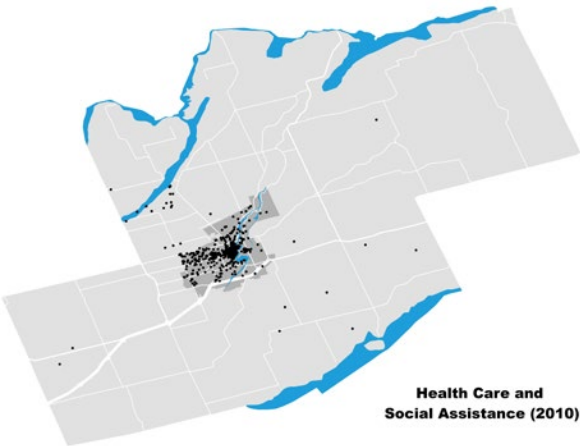
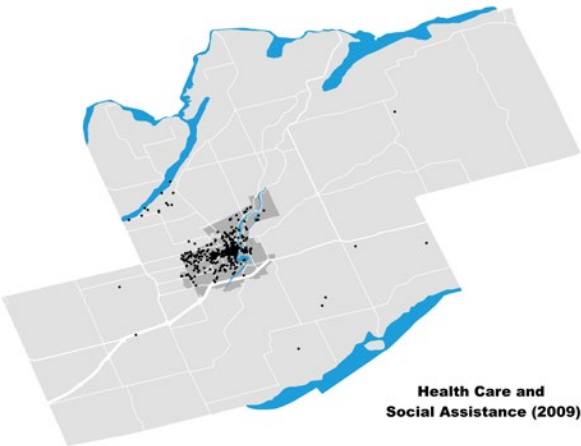
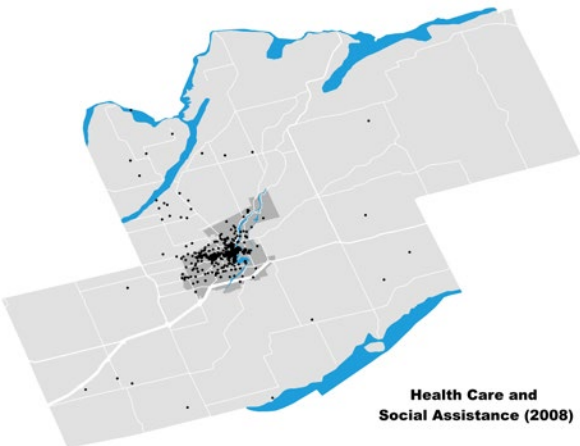
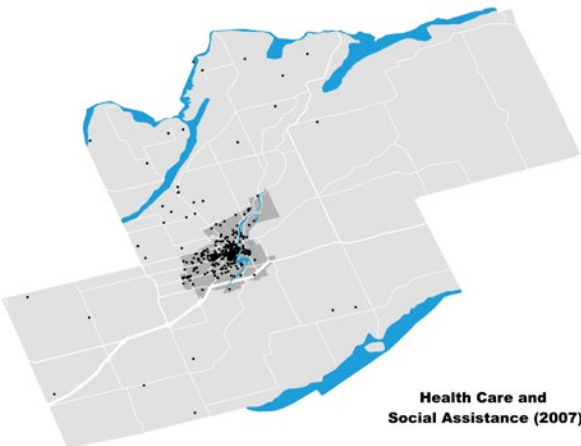




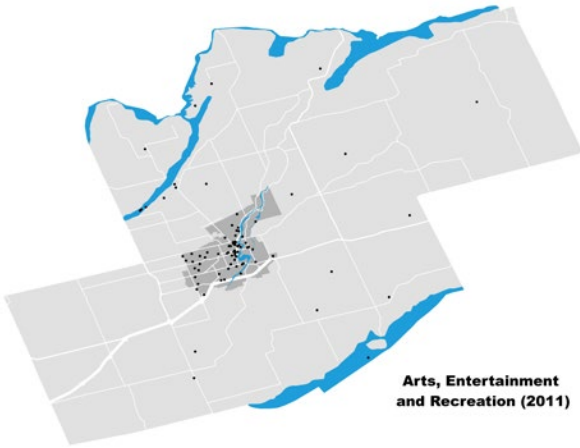
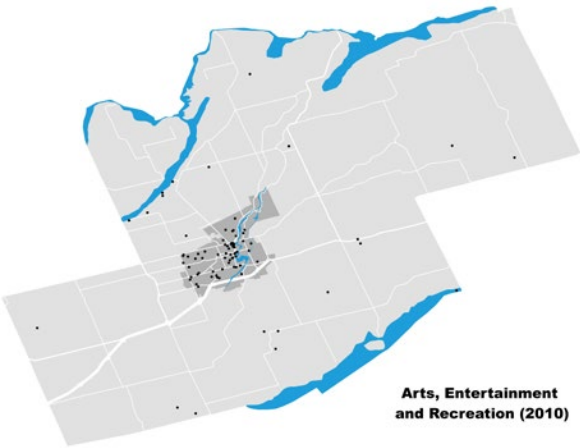
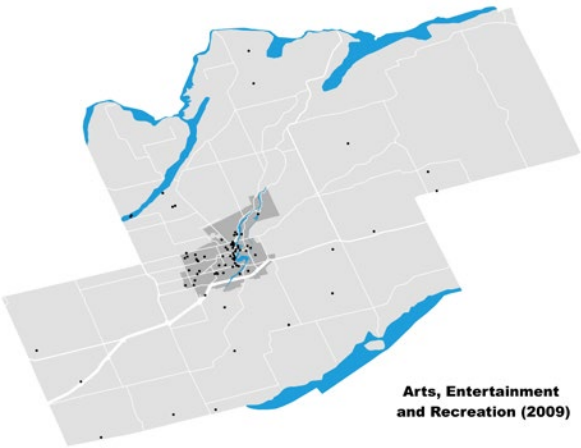
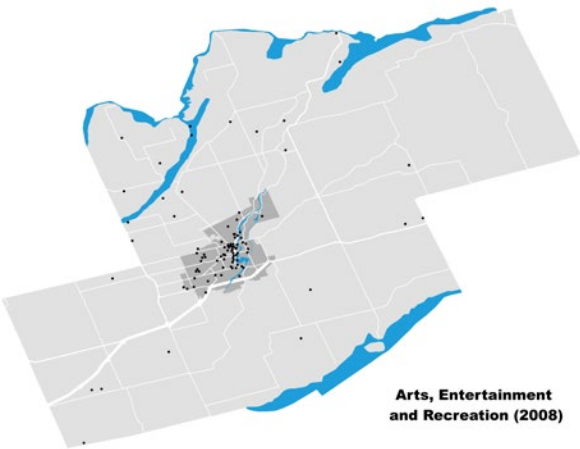
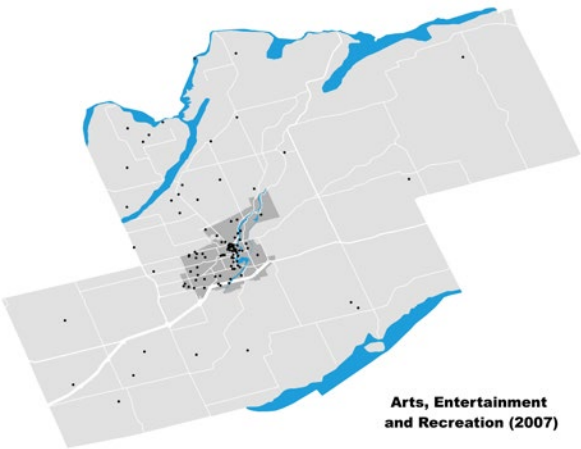


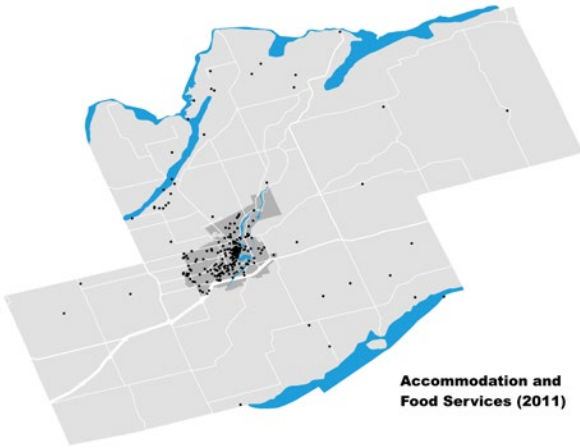
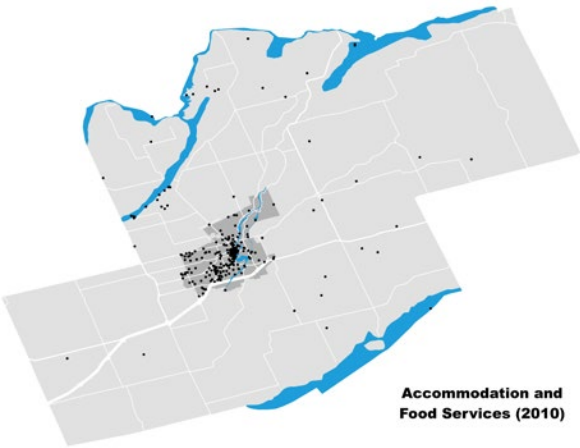
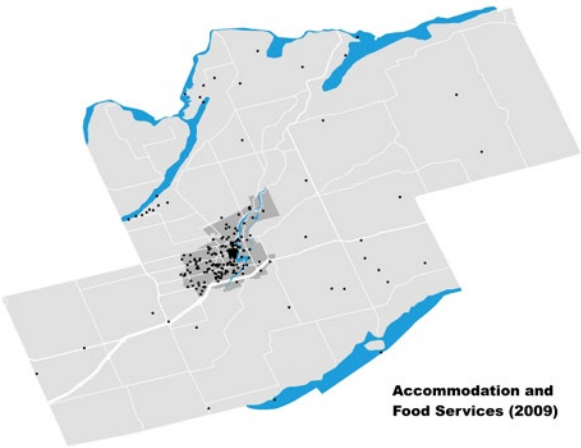
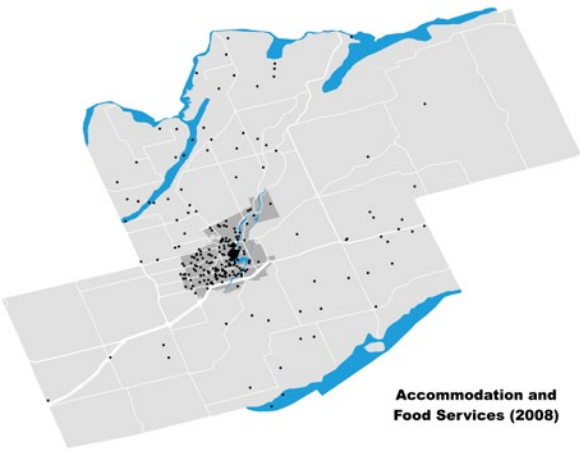
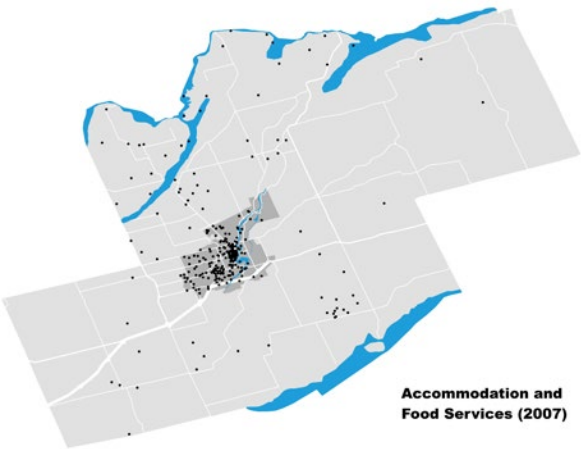




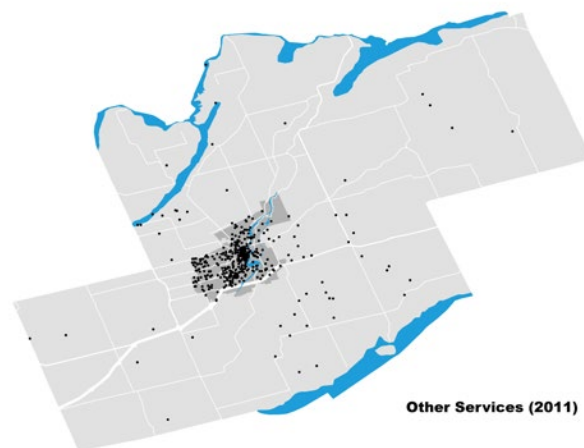
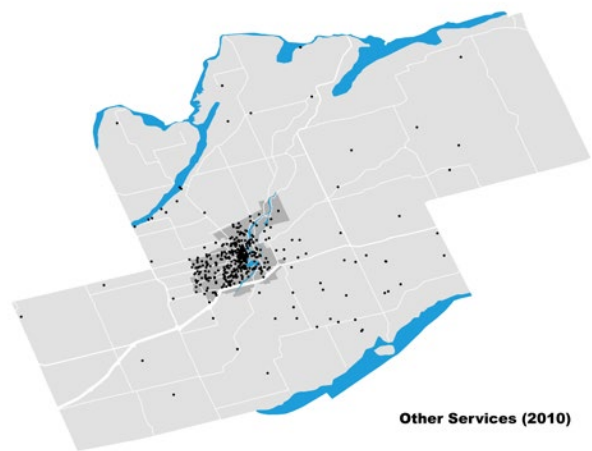
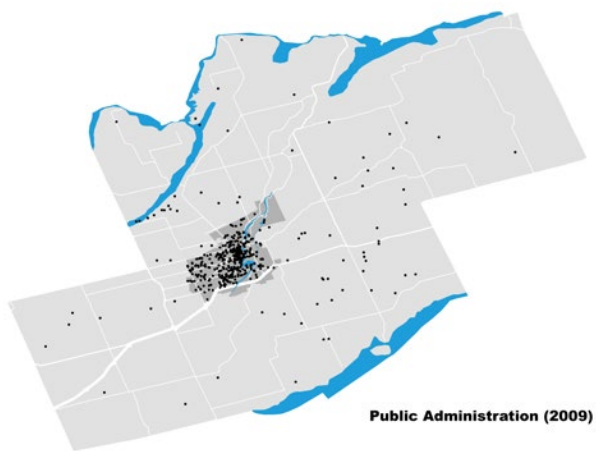
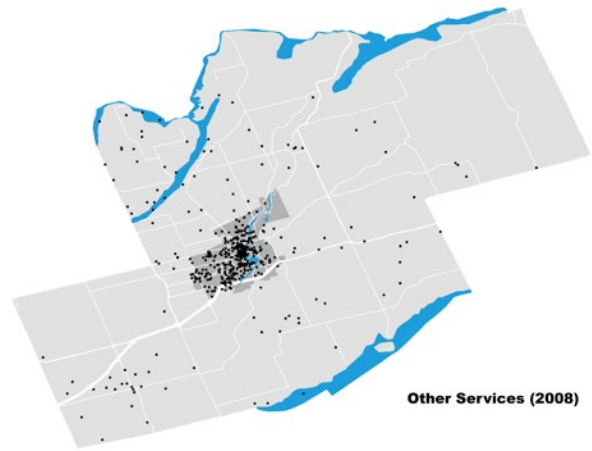
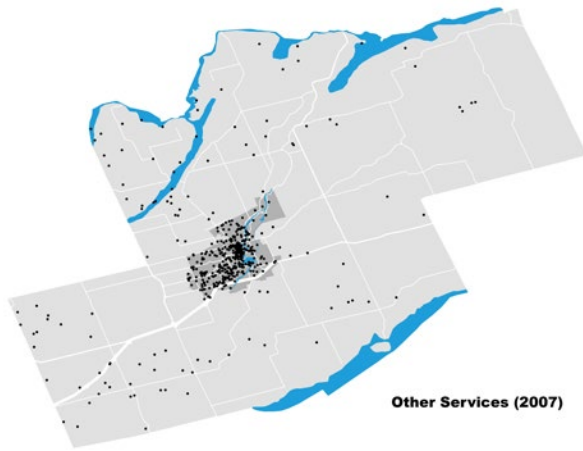


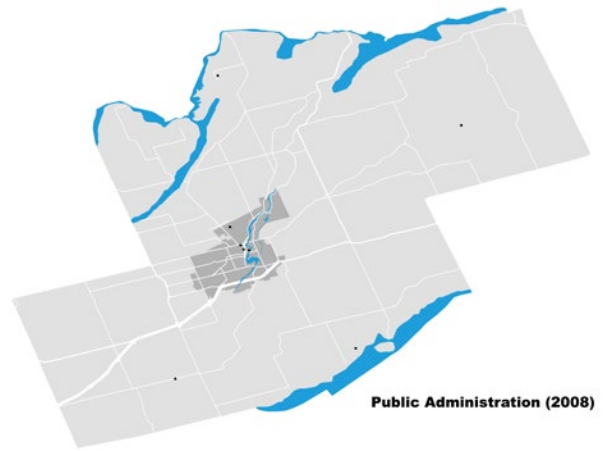
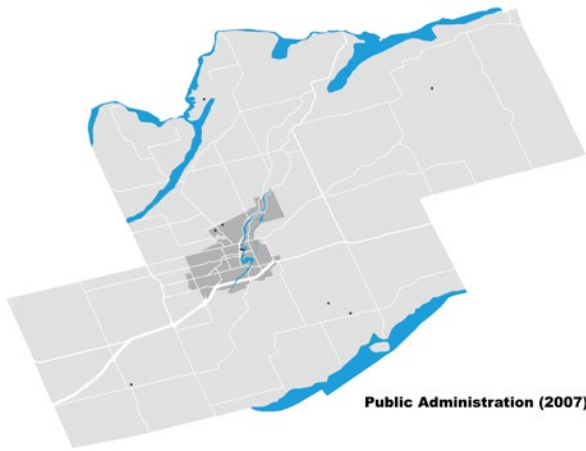




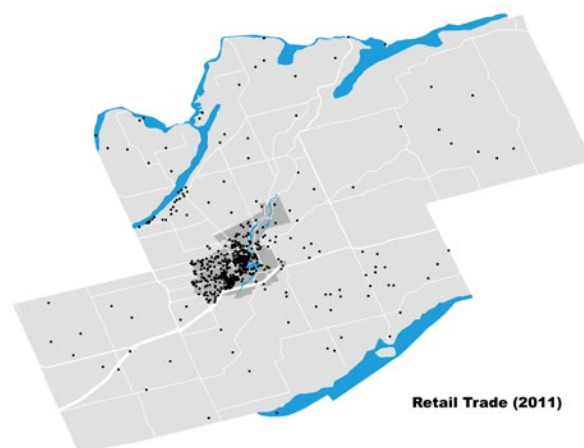
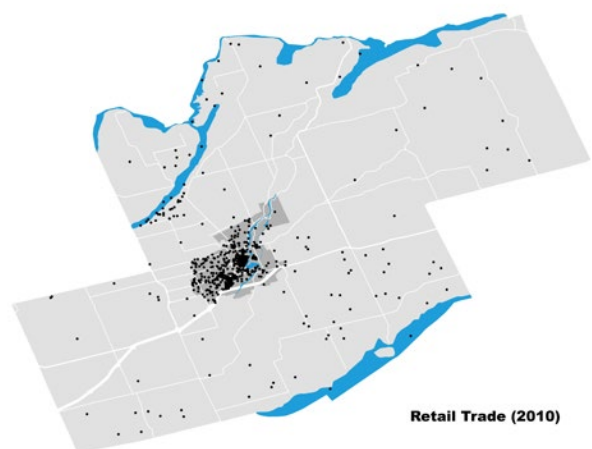
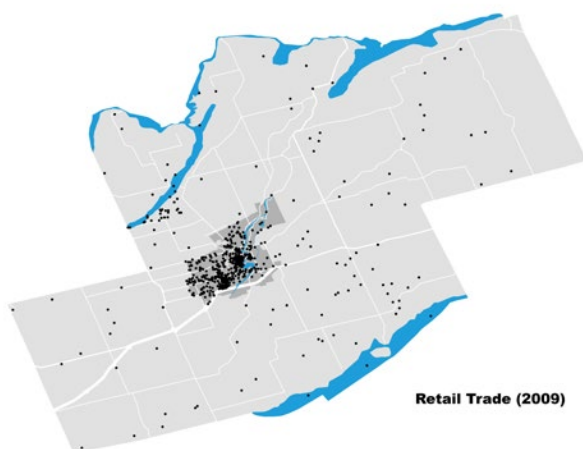
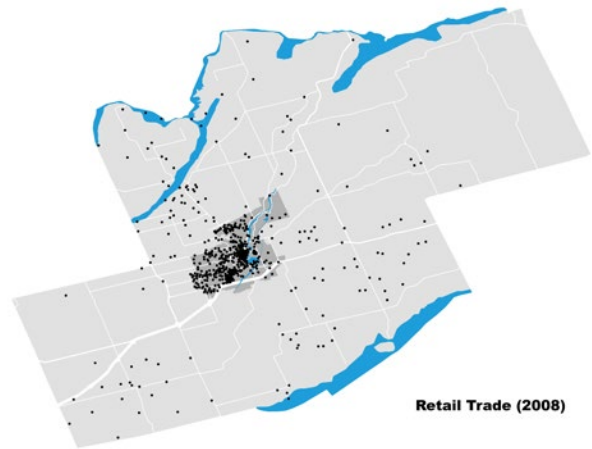
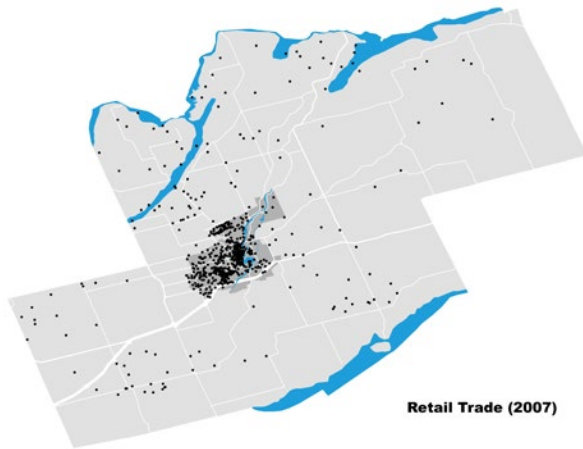


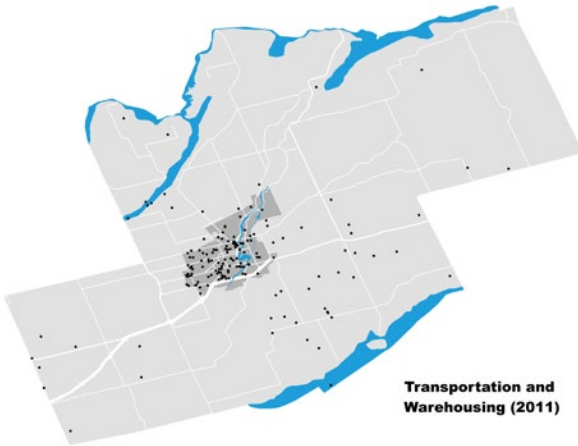
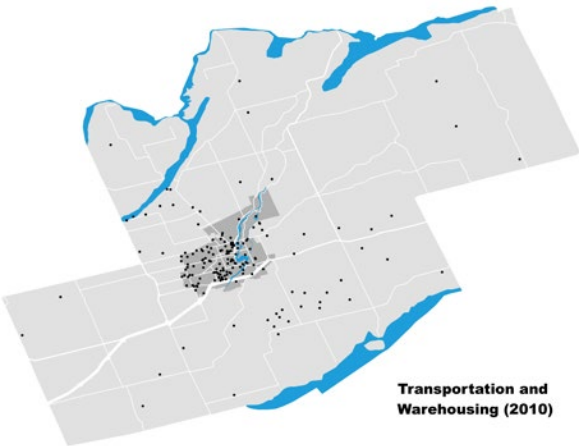
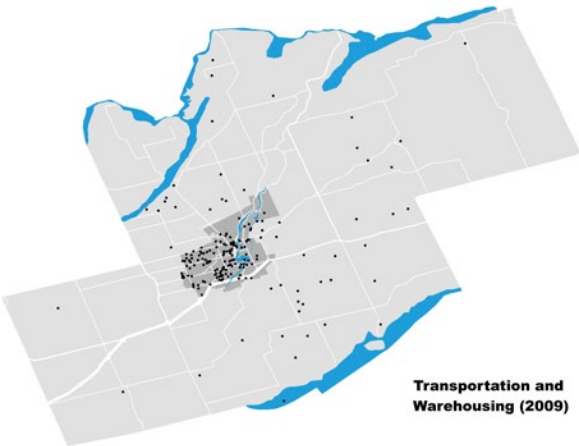
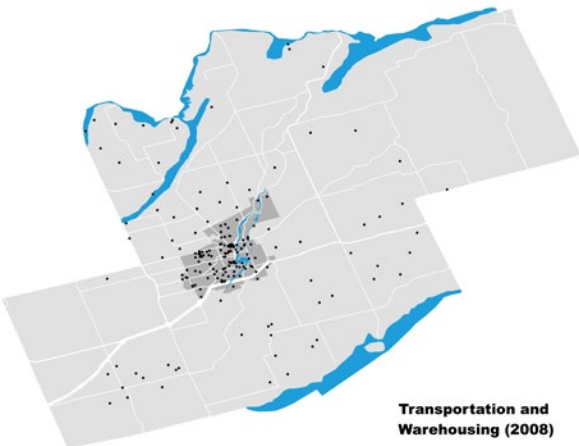
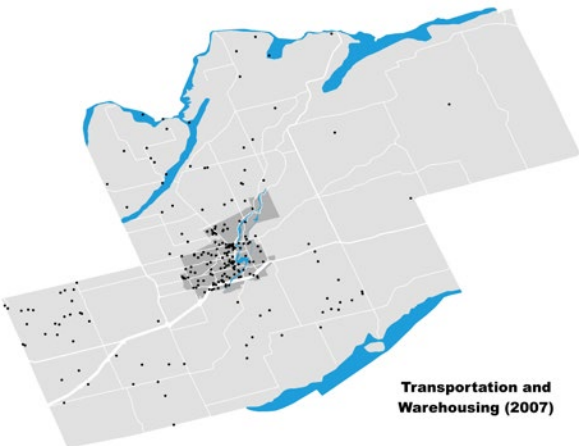












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## ACKNOWLEDGMENTS

### OUR TEAM

#### Authors

Kevin Stolarick  
Karen King

#### Project Team

Shawn Gilligan  
Michelle Hopgood  
Zara Matheson

### CONTACT US

Phone: (416) 946-7300  
Fax: (416) 946-7606  
Email: [info@martinprosperity.org](mailto:info@martinprosperity.org)

Martin Prosperity Institute  
Joseph L. Rotman School of Management  
University of Toronto  
105 St. George Street, Suite 9000  
Toronto, Ontario M5S 3E6

Richard Florida, Director  
Jamison Steeve, Executive Director

Design by **Michelle Hopgood.**

Maps by **Zara Matheson.**

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