

Economy Overview

Norfolk

Emsi Q3 2017 Data Set

May 2018

Norfolk County



Parameters

Regions

Code	Description
35547	Norfolk

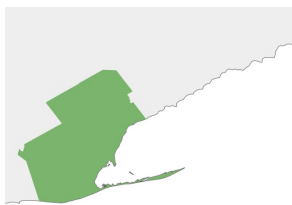
Timeframe

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Datarun

2017.3 – Employees

Economy Overview



Population (2016)	N/A for CMA regions
Jobs (2016)	19,331
Average Wages (2016)	\$35.4K
Completions (2014)	0
Exports (2013)	\$2.3B
Imports (2013)	\$2.7B

Jobs by Industry

19,331
Total Jobs (2016)

NAICS	Industry	2016 Jobs
X0	Unclassified	351
11	Agriculture, forestry, fishing and hunting	1,094
21	Mining, quarrying, and oil and gas extraction	18
22	Utilities	124
23	Construction	857
31-33	Manufacturing	2,180
41	Wholesale trade	866
44-45	Retail trade	3,038
48-49	Transportation and warehousing	483
51	Information and cultural industries	187
52	Finance and insurance	663
53	Real estate and rental and leasing	195
54	Professional, scientific and technical services	454
55	Management of companies and enterprises	0
56	Administrative and support, waste management and remediation services	605
61	Educational services	1,301
62	Health care and social assistance	2,527
71	Arts, entertainment and recreation	444
72	Accommodation and food services	2,395
81	Other services (except public administration)	491
91	Public administration	1,061

Average Wages by Industry

\$35.4K

Avg. Wages (2016)

72% of Nation Avg.

NAICS	Industry	Avg. Wages (2016)
X0	Unclassified	\$50,889
11	Agriculture, forestry, fishing and hunting	\$19,372
21	Mining, quarrying, and oil and gas extraction	\$87,373
22	Utilities	\$90,398
23	Construction	\$52,166
31-33	Manufacturing	\$44,338
41	Wholesale trade	\$39,112
44-45	Retail trade	\$22,830
48-49	Transportation and warehousing	\$39,592
51	Information and cultural industries	\$36,566
52	Finance and insurance	\$35,363
53	Real estate and rental and leasing	\$41,233
54	Professional, scientific and technical services	\$37,697
55	Management of companies and enterprises	\$0
56	Administrative and support, waste management and remediation services	\$24,731
61	Educational services	\$58,837
62	Health care and social assistance	\$42,169
71	Arts, entertainment and recreation	\$23,019
72	Accommodation and food services	\$13,214
81	Other services (except public administration)	\$37,153
91	Public administration	\$52,912

Region Exports















\$2.3B
Exports (2013)
69% of Supply

NAICS	Industry	Exports (2013)	
11	Agriculture, Forestry, Fishing And Hunting	\$333,855,919	
21	Mining, Quarrying, And Oil And Gas Extraction	\$25,484,208	
22	Utilities	\$34,536,052	
23	Construction	\$50,391,325	
31-33	Manufacturing	\$942,300,891	
41	Wholesale Trade	\$72,357,655	
44-45	Retail Trade	\$82,755,104	
48-49	Transportation And Warehousing	\$51,517,423	
51	Information And Cultural Industries	\$20,091,429	
52	Finance And Insurance	\$45,506,052	
53	Real Estate And Rental And Leasing	\$27,179,811	
54	Professional, Scientific And Technical Services	\$28,354,882	
55	Management Of Companies And Enterprises	\$0	
56	Administrative And Support, Waste Management And Remediation Services	\$16,579,239	
61	Educational Services	\$97,123,524	
62	Health Care And Social Assistance	\$164,435,227	
71	Arts, Entertainment And Recreation	\$13,809,068	
72	Accommodation And Food Services	\$39,582,532	
81	Other Services (except Public Administration)	\$22,594,186	
91	Public Administration	\$213,982,212	

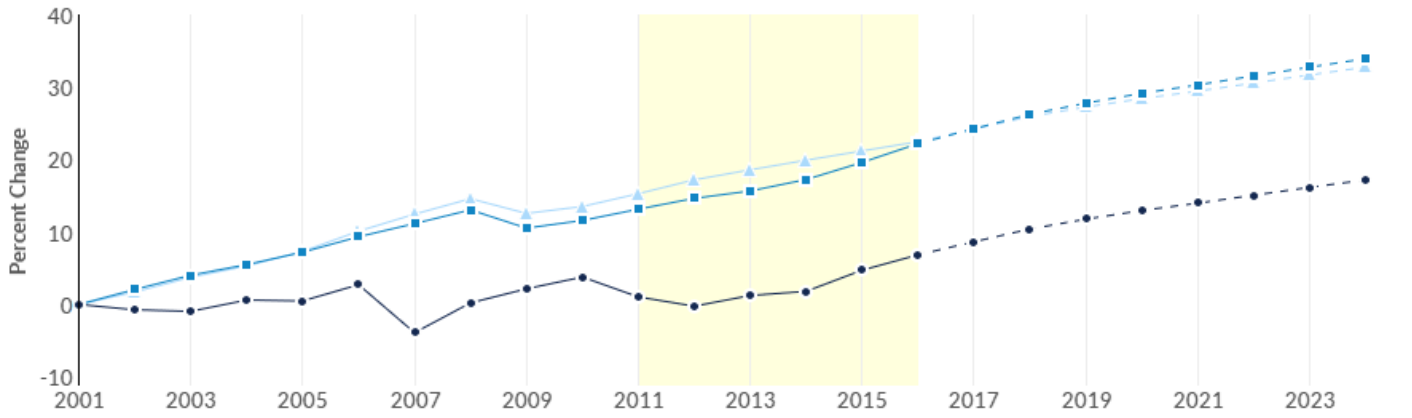
Region Imports

\$2.7B
Imports (2013)
73% of Demand

\$991.7M
Locally Produced & Consumed (2013)
27% of Demand

NAICS	Industry	Imports (2013)	
11	Agriculture, Forestry, Fishing And Hunting	\$177,987,801	
21	Mining, Quarrying, And Oil And Gas Extraction	\$77,089,411	
22	Utilities	\$26,079,068	
23	Construction	\$209,494,718	
31-33	Manufacturing	\$825,018,670	
41	Wholesale Trade	\$117,814,545	
44-45	Retail Trade	\$61,709,421	
48-49	Transportation And Warehousing	\$115,273,863	
51	Information And Cultural Industries	\$74,985,110	
52	Finance And Insurance	\$128,802,006	
53	Real Estate And Rental And Leasing	\$92,361,195	
54	Professional, Scientific And Technical Services	\$92,598,023	
55	Management Of Companies And Enterprises	\$13,289,210	
56	Administrative And Support, Waste Management And Remediation Services	\$40,377,240	
61	Educational Services	\$110,255,588	
62	Health Care And Social Assistance	\$150,734,244	
71	Arts, Entertainment And Recreation	\$19,699,196	
72	Accommodation And Food Services	\$38,101,344	
81	Other Services (except Public Administration)	\$55,547,859	
91	Public Administration	\$268,798,347	

Regional Trends



Region	2011 Jobs	2016 Jobs	Change	% Change
● Region	18,279	19,331	1,052	5.8%
■ Ontario	5,845,507	6,313,670	468,163	8.0%
▲ Nation	15,347,808	16,304,982	957,174	6.2%

Business Location Size Distribution

June 2017 Overview

■ Small (1-49)
 ■ Medium (50-199)
 ■ Large (200+)
 ■ Indeterminate



Category	December 2014 Locations	December 2015 Locations	December 2016 Locations	June 2017 Locations
1-4 Employees	989	978	940	893
5-9 Employees	413	405	422	423
10-19 Employees	297	265	258	266
20-49 Employees	180	188	167	166
50-99 Employees	48	44	47	48
100-199 Employees	17	19	15	15
200-499 Employees	9	9	12	12
500+ Employees	1	2	2	2
Indeterminate	3,799	3,862	3,911	4,067
Total	5,753	5,772	5,774	5,892

Source: Canadian Business Patterns June 2017

Labour Flows (based upon 2011 NHS data)







NAICS Code	Description	Employed in Region	Resident in Region	Net Import
44-45	Retail trade	2,987	3,098	-111
11	Agriculture, forestry, fishing and hunting	2,414	2,585	-171
62	Health care and social assistance	2,322	3,195	-873
31-33	Manufacturing	1,984	4,876	-2,892
72	Accommodation and food services	1,787	1,760	27
61	Educational services	1,306	1,556	-250
81	Other services (except public administration)	1,007	1,403	-396
91	Public administration	992	1,238	-246
54	Professional, scientific and technical services	813	1,163	-350
23	Construction	702	2,071	-1,369

Source: NHS 2011

Growing & Declining Occupations

Occupation	Change in Jobs (2011-2016)
Cooks	129
Store shelf stockers, clerks and order fillers	86
Retail sales supervisors	74
Retail and wholesale trade managers	-76
Cashiers	-78
Nursery and greenhouse workers	-87

Growing & Declining Industries

Industry	Change in Jobs (2011-2016)	
Full-service restaurants and limited-service eating places	425	
Soap, cleaning compound and toilet preparation manufacturing	125	
Other amusement and recreation industries	115	
Religious organizations	-62	
Architectural and structural metals manufacturing	-62	
Farms	-246	

Appendix A - Data Sources and Calculations

Input-Output Data

This report contains data from Emsi's Input-Output model. It is based on data from StatCan's National Symmetric Input-Output table, National Household Survey commuting flows, Canadian Business Patterns, and several Emsi in-house data sets.

Industry Data

In order to capture a complete picture of industry employment, Emsi combines employment data from Survey of Employment, Payrolls and Hours (SEPH) with data from the Labour Force Survey (LFS), Census, and Canadian Business Patterns (CBP) to form detailed geographic estimates of employment. Projections are based on the latest available Emsi industry data, 10-year past local trends in each industry and growth rates from national industry projections from the Canadian Occupational Projection System (COPS) produced by Human Resources and Skills Development Canada.

Labour Flows

The labour flows data in this report is based upon the latest (2011) NHS data available.

Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. Emsi's occupation data are based on Emsi's industry data, regional occupation data from the Labour Force Survey (LFS), and regional staffing patterns taken from the Census.