

**Innovation Systems Research Network
City-Region Profile, 2006**

Brantford

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Summary and Highlights

Key Indicators	Brantford	Canada
Population, 2006	124,585	31,612,890
Population Change, 2001-2006	5.5%	5.4%
% Foreign Born	13.0%	19.8%
% BA Degree or higher	11.1%	18.1%
# Employed	63,395	15,958,195
Employment Growth 1996-2006	19.9%	19.8%
Employment Rate	63.8%	62.4%
Unemployment Rate	6.0%	6.6%
% 'Creative' occupations	25.6%	33.2%
% Science & Tech. Occupations	4.0%	6.6%
'Bohemians' per 1,000 Labour Force	10.8	14.2
Number of Industrial Clusters	4	255
% Employment in Clusters	18.5%	22.1%
Average FT Employment Income	\$ 47,786	\$ 51,221
% Change Average Income 2000-2005	4.2%	5.5%

1 - Demographics Brantford

Population	2001	2006	% Change 2001-2006
Brantford	118,090	124,585	5.5%
Canada	30,007,085	31,612,890	5.4%

Age Groups	Under 15	15 to 64	65 and over	% 15 to 64
Brantford	33,005	66,430	18,155	56.5%
Canada	9,800,715	17,476,925	4,335,250	55.3%

Figure 1.1 - Population by age and gender, 2006

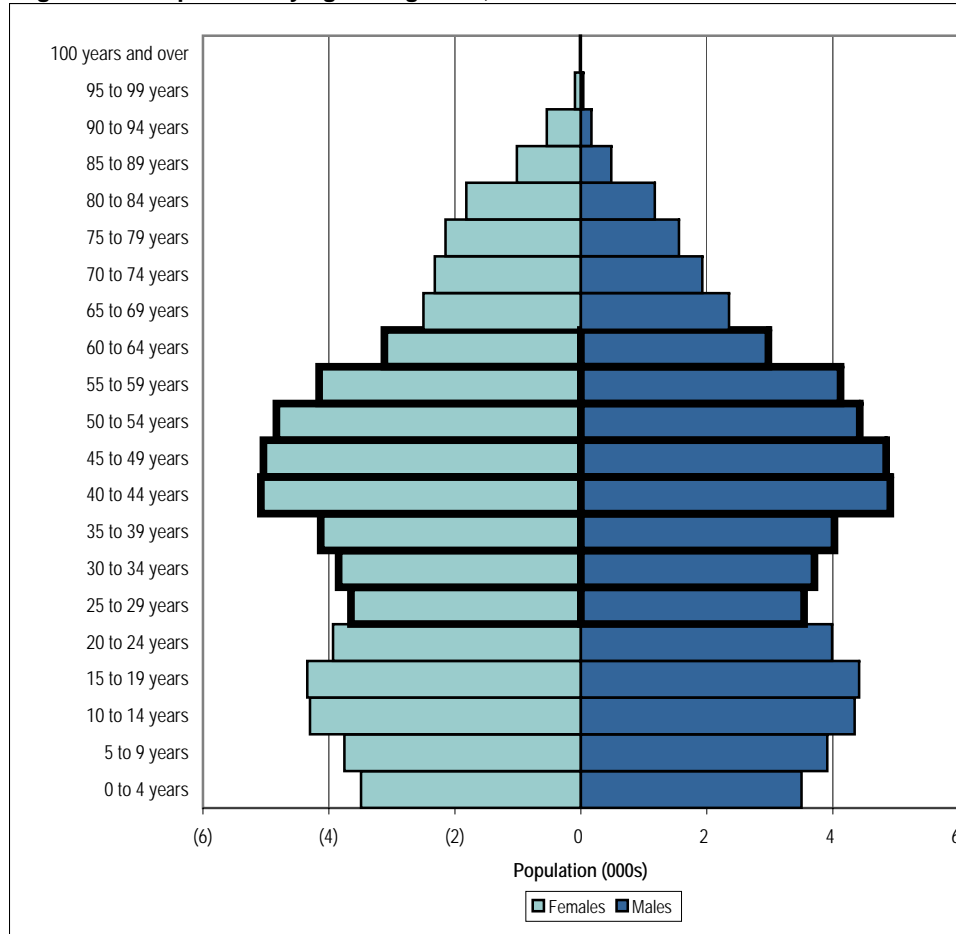


Figure 1.2 - Population by age group, 2001-2006

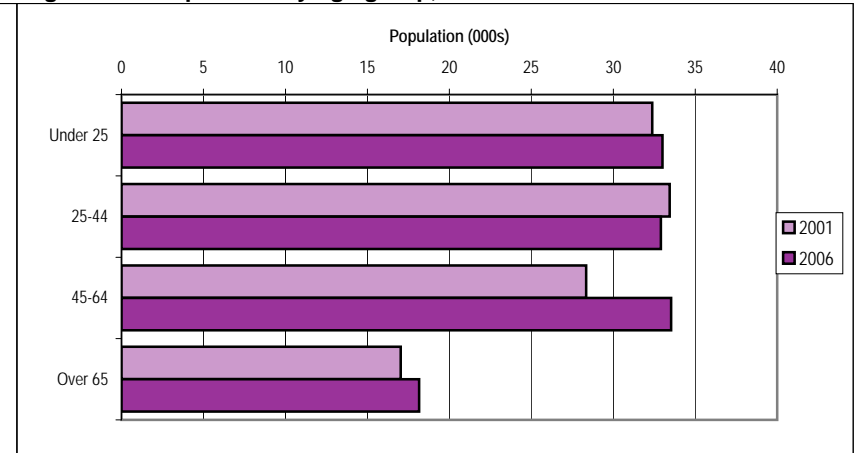
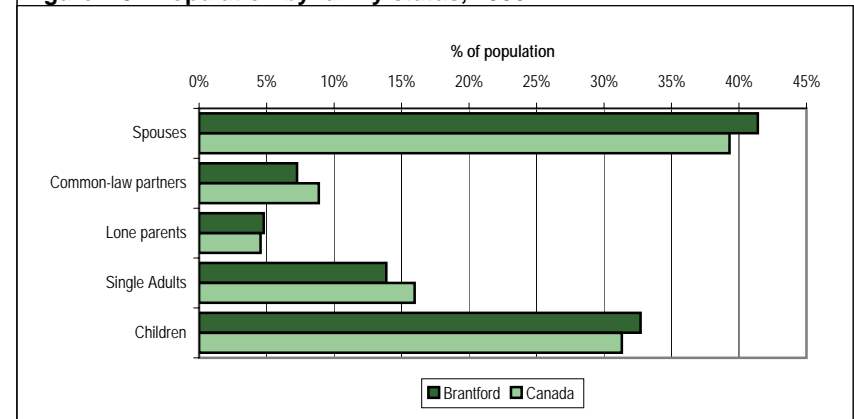


Figure 1.3 - Population by family status, 2006



2 - Migration & Population Change

Brantford

Domestic Migration	Intra-provincial	Inter-provincial	Total
In-flows, 2001-2006	13,895	1,260	15,155
Out-flows, 2001-2006	10,455	1,760	12,215
Net, 2001-2006	3,440	(500)	2,940

	% Foreign born	Migrated post-1991	Migrated pre-1991
Brantford	13.0%	3.1%	9.9%
Canada	19.8%	8.9%	10.9%

Figure 2.1 - Domestic migration flows between 2001 and 2006 by age

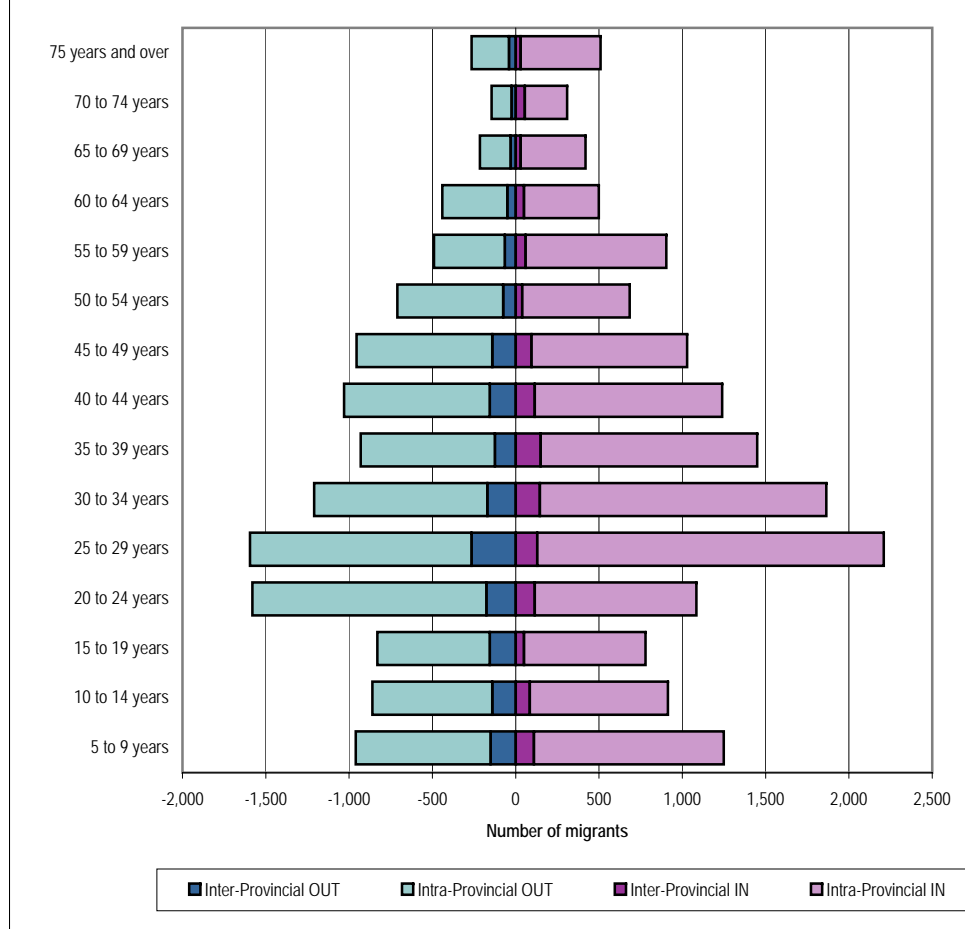


Figure 2.2 - Population by place of birth, 2006

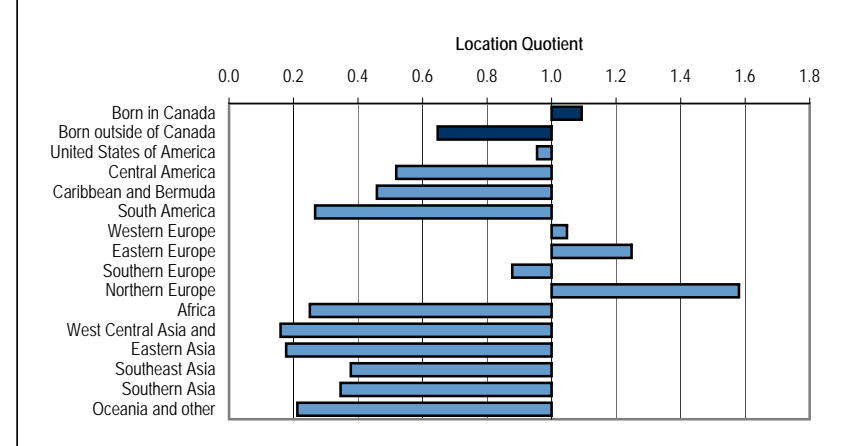
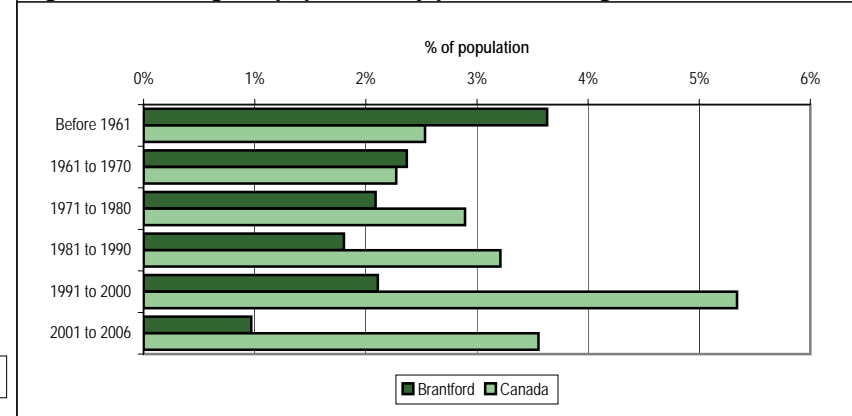


Figure 2.3 - Immigrant population by period of immigration, 2006



3 - Education Brantford

	% College degree or higher ¹	% BA degree or higher ¹	% MA degree or higher ¹	PhDs per 1,000 ¹
Brantford	33.4%	11.1%	2.3%	2.8
Canada	39.8%	18.1%	4.6%	6.9

	% BA degree or higher	
	2001	2006
Brantford	8.8%	11.1%
Canada	15.4%	18.1%

Figure 3.1 - Educational attainment for the population 15 years and over, 2006

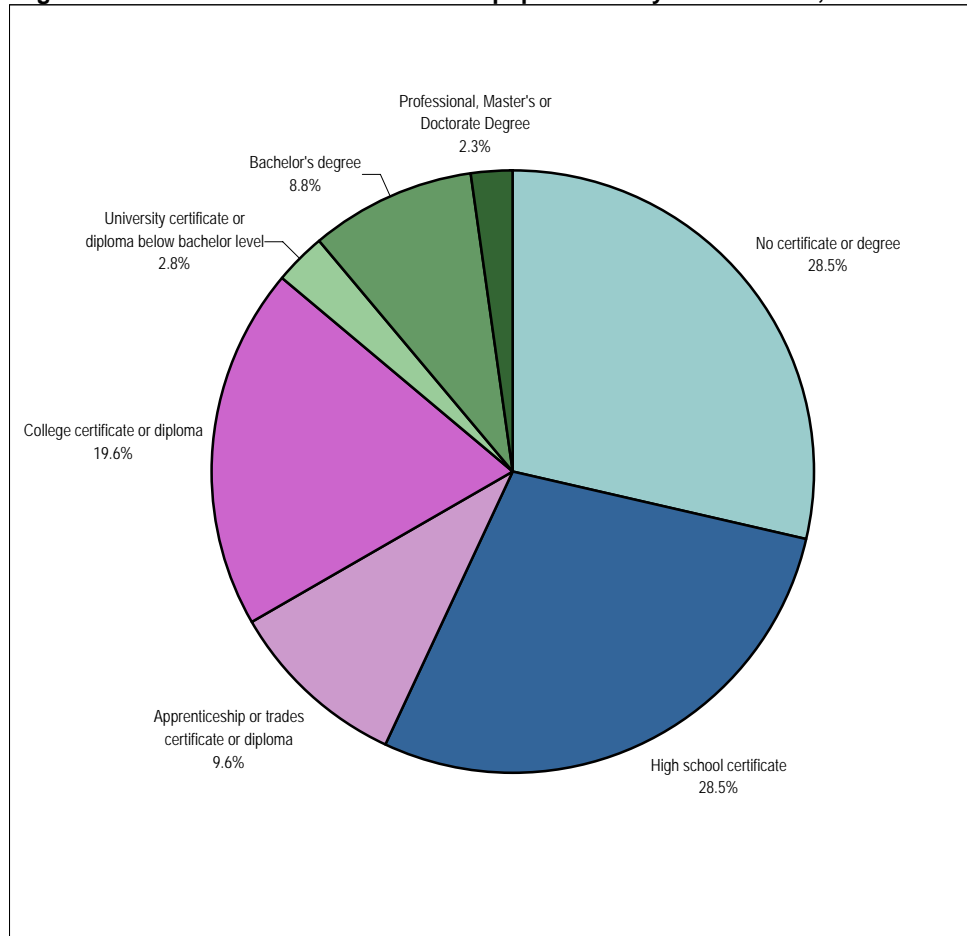


Figure 3.2 - Location of study for highest qualification, 2006

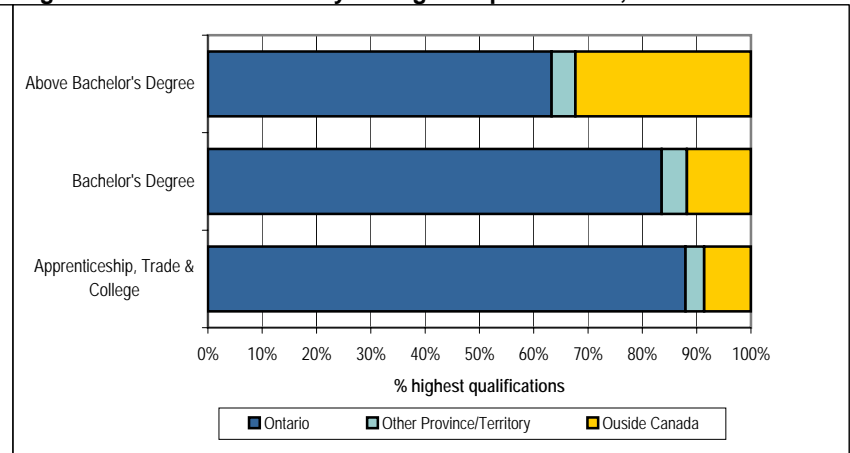
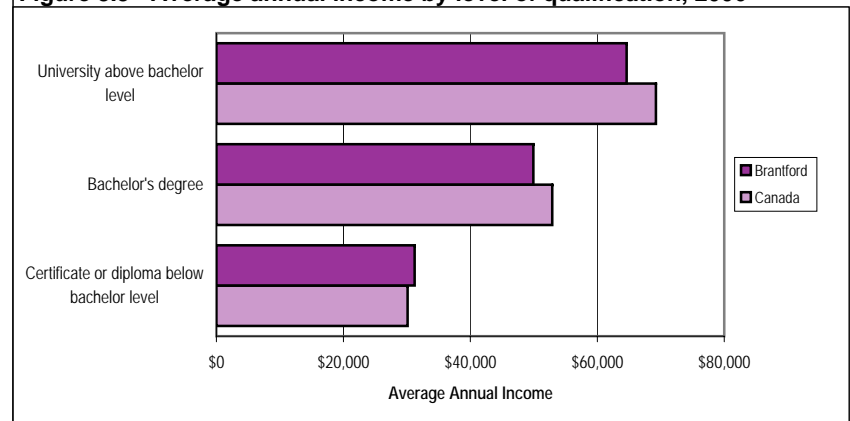


Figure 3.3 - Average annual income by level of qualification, 2006



4 - Employment Brantford

	Employment Rate		
	1996	2001	2006
Brantford	60.2%	63.0%	63.8%
Canada	58.9%	61.5%	62.4%

	Unemployment Rate		
	1996	2001	2006
Brantford	8.3%	6.0%	6.0%
Canada	10.1%	7.4%	6.6%

Figure 4.1 - Labour force status of the population 15 and over, 1996 & 2006

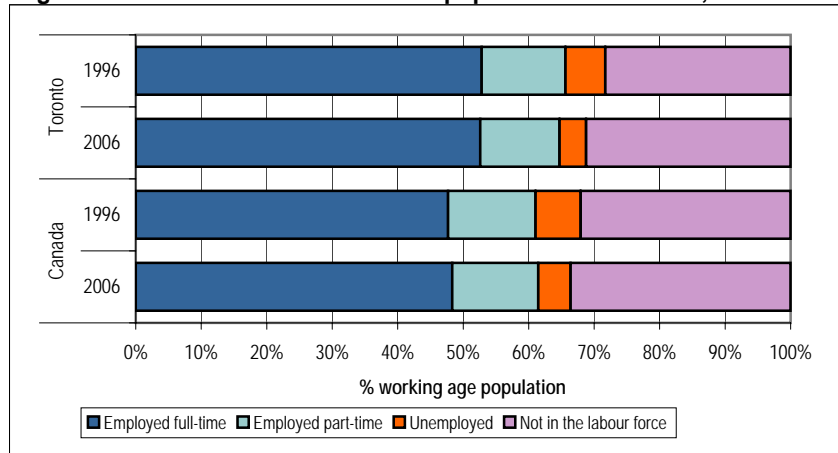


Figure 4.2 - Employment Rate by Educational Attainment, 2006

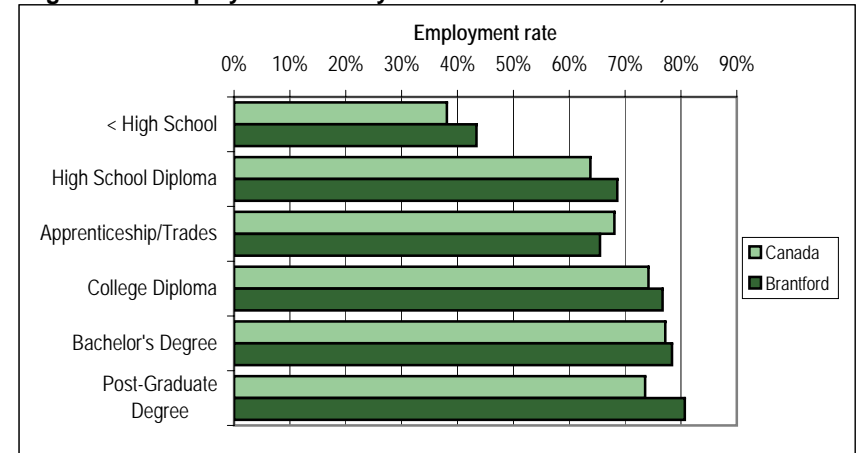


Figure 4.3 - Employment rate² by age, 2006

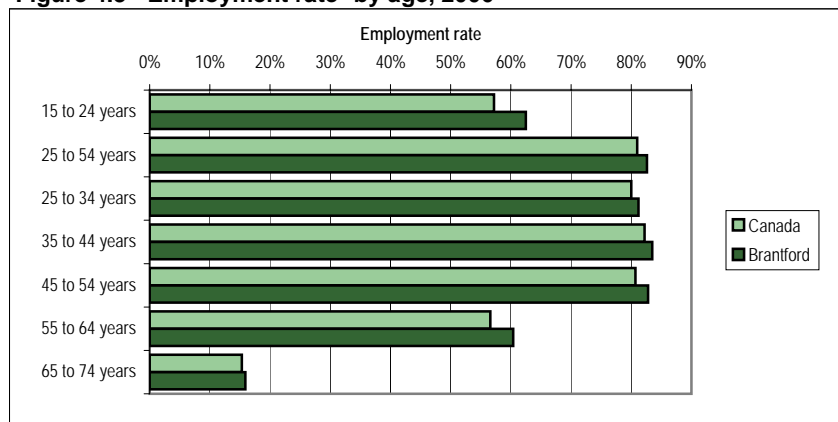
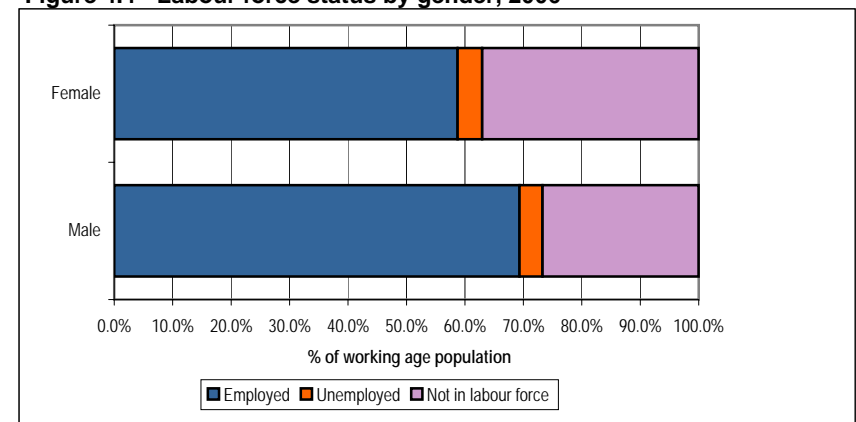


Figure 4.4 - Labour force status by gender, 2006



5 - Occupational Structure Brantford

	A-B Management, business & finance occupations			C-F Natural/social science, health, education & artistic occupations			G-J Sales/service, trades & manual labour occupations		
	1996	2001	2006	1996	2001	2006	1996	2001	2006
Brantford	24.5%	25.7%	24.7%	16.0%	16.0%	17.8%	59.5%	58.3%	57.5%
Canada	27.8%	28.2%	27.6%	19.8%	21.3%	22.6%	52.4%	50.5%	49.8%

Figure 5.1 - Occupational structure, 2006

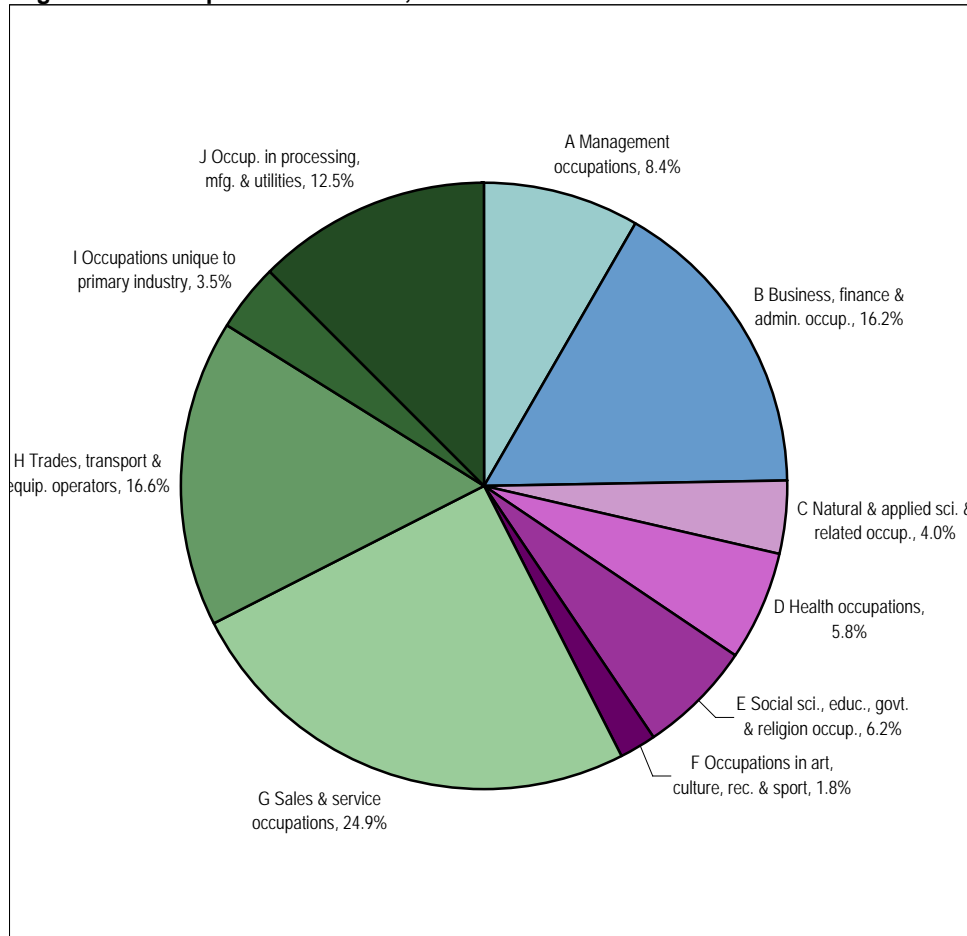
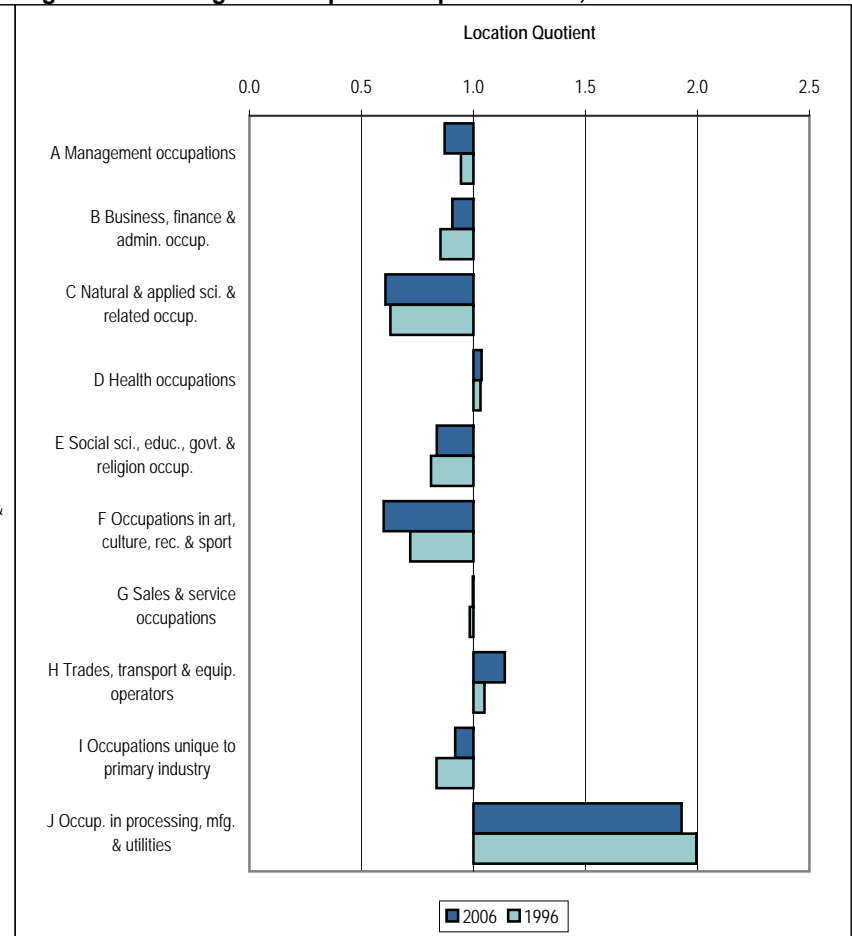


Figure 5.2 - Change in occupational specialization, 1996-2006



6 - Creative Occupations

Brantford

	Bohemians	Bohemians per 1000 ⁵	S&T Workers	% S&T Workers ⁶
Brantford	720	10.8	2,660	4.0%
Canada	240,170	14.2	1,108,050	6.6%

Occupational Groups ⁷	Creative	Service	Trades & Manual	Agricultural & Resources
Brantford	25.6%	41.8%	30.0%	2.6%
Canada	33.2%	41.9%	21.9%	2.9%

Figure 6.1 - Specialization in creative occupations

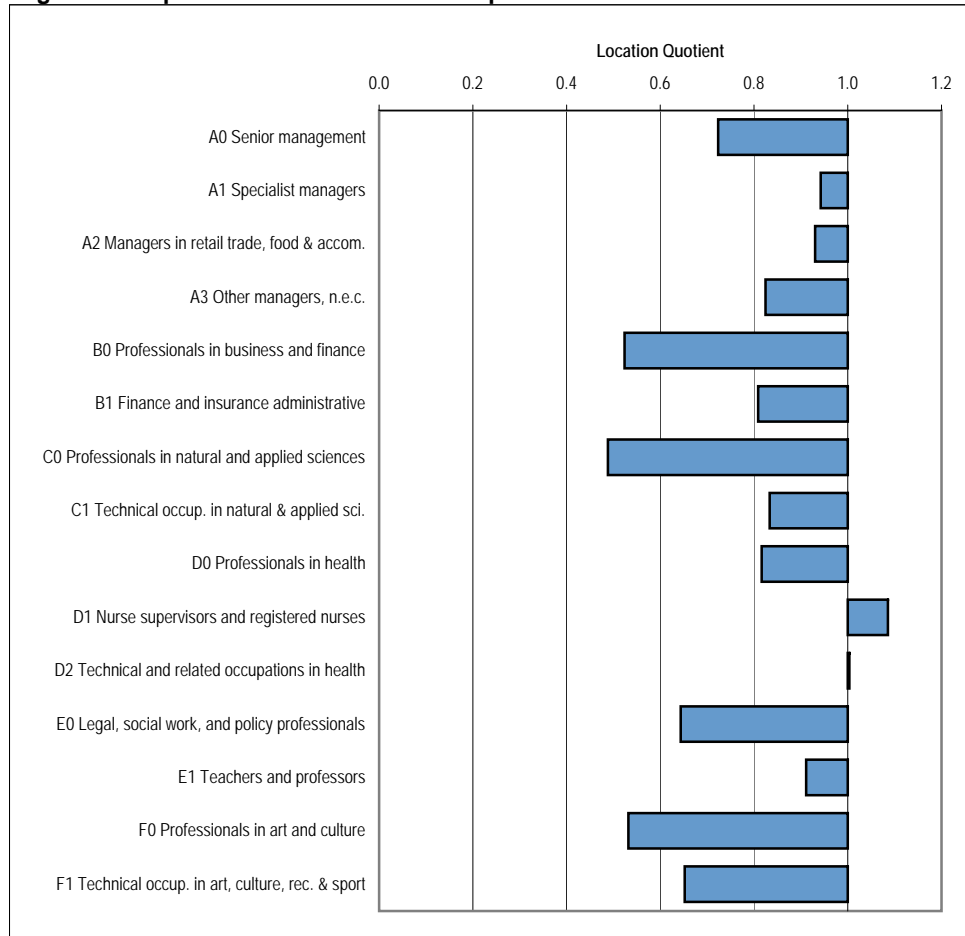


Figure 6.2 - Change in share of labour force, 1996-2006

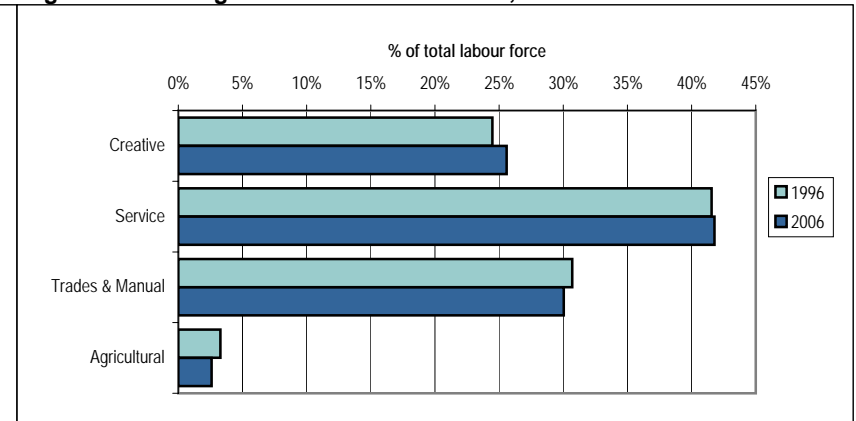
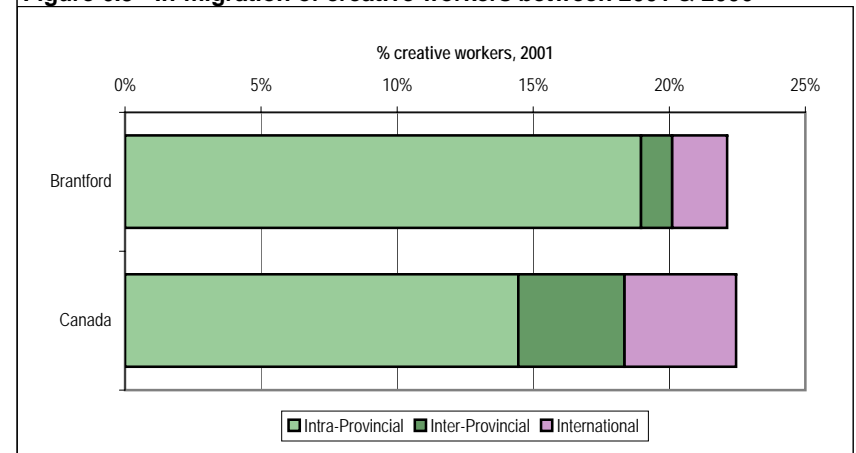


Figure 6.3 - In-migration of creative workers between 2001 & 2006

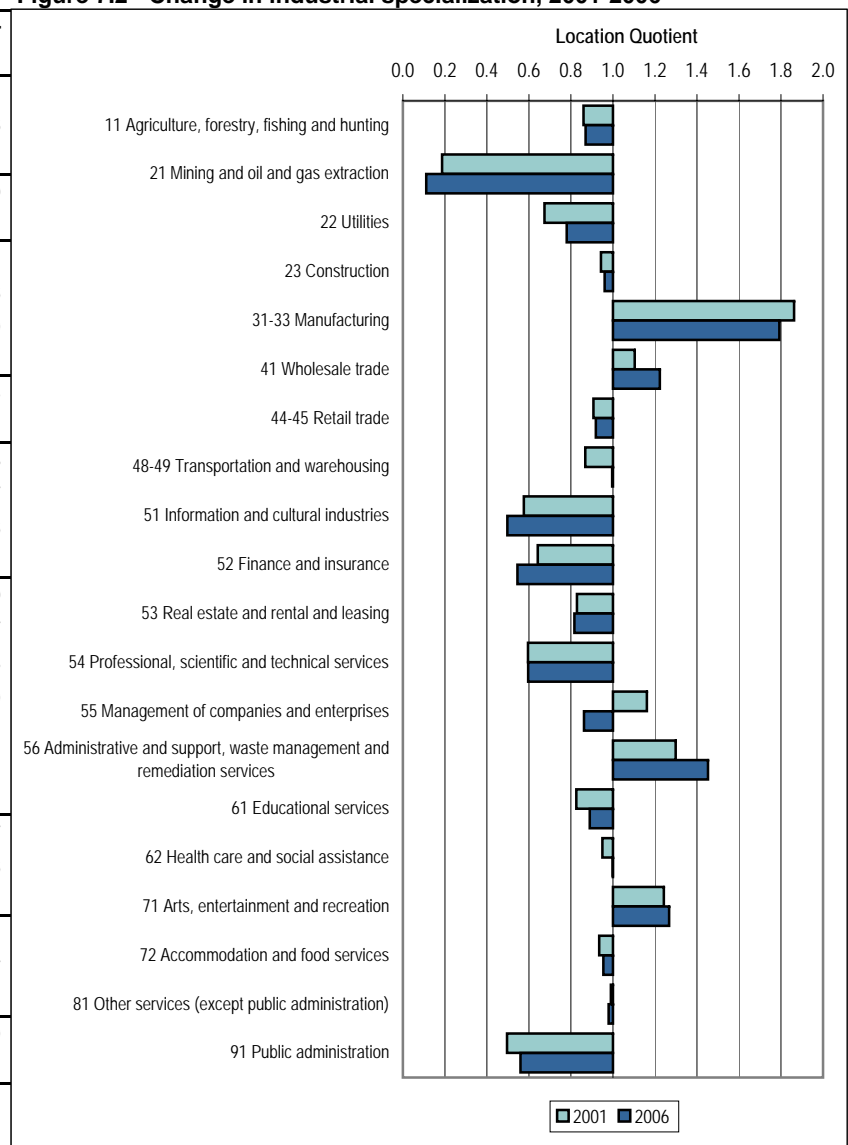


7 - Industrial Structure Brantford

Figure 7.1 - Industry characteristics

	# Labour force	% Labour force	% Change 2001-2006	% BA or higher	Average FT income
All industries	66,660	100.0%	8.8%	13.3%	\$ 47,786
11 Agr., forestry, fish. & hunt.	1,800	2.7%	-6.3%	4.2%	\$ 29,090
21 Mining & oil/gas extraction	105	0.2%	-16.0%	N/A	N/A
22 Utilities	410	0.6%	30.2%	11.1%	\$ 61,486
23 Construction	4,060	6.1%	24.5%	3.4%	\$ 49,729
31-33 Manufacturing	14,210	21.3%	-10.8%	8.1%	\$ 53,165
41 Wholesale trade	3,575	5.4%	20.0%	9.2%	\$ 54,843
44-45 Retail trade	6,960	10.4%	11.2%	6.0%	\$ 36,867
48-49 Transport & warehousing	3,230	4.8%	22.1%	3.6%	\$ 46,856
51 Information & cultural ind.	820	1.2%	-13.2%	10.4%	\$ 49,180
52 Finance and insurance	1,485	2.2%	-7.5%	20.5%	\$ 57,487
53 Real estate/rental & leasing	980	1.5%	16.0%	11.2%	\$ 56,168
54 Prof., sci. & tech. services	2,645	4.0%	15.0%	29.6%	\$ 51,339
55 Mgmt. of companies	70	0.1%	N/A	35.7%	N/A
56 Admin./support, & wst. mgt.	4,150	6.2%	34.1%	5.5%	\$ 30,671
61 Educational services	4,045	6.1%	22.0%	58.0%	\$ 56,517
62 Health care & soc. assist.	6,780	10.2%	20.1%	21.6%	\$ 49,446
71 Arts, entertainment & rec.	1,735	2.6%	16.8%	14.1%	\$ 34,551
72 Accom. & food services	4,250	6.4%	10.5%	4.7%	\$ 23,817
81 Other services	3,175	4.8%	8.9%	9.9%	\$ 37,279
91 Public administration	2,165	3.2%	22.7%	20.6%	\$ 58,621

Figure 7.2 - Change in industrial specialization, 2001-2006



8 - Clusters Brantford

Number of clusters⁸ 4
 % employment in clusters⁸ 18.5%

Figure 8.1 - Cluster characteristics, 2006⁸

	# Labour force	Labour force LQ	% Industry LQs > 1	% Growth 2001-2006	Cluster (yes/no)
<i>Resource-based</i>					
Agriculture	4,055	1.46	80.0%	-6.7%	YES
Mining	350	0.29	0.0%	6.1%	NO
Oil and Gas	260	0.26	11.1%	-44.7%	NO
Wood & Wood Products	545	0.43	10.0%	-21.0%	NO
Maritime	45	0.08	0.0%	-55.0%	NO
<i>Manufacturing</i>					
Textiles & Apparel	350	0.65	25.0%	-60.7%	NO
Food	2,385	1.28	41.7%	40.7%	NO
Steel	2,880	2.22	75.0%	-17.9%	YES
Automotive	5,315	3.01	100.0%	-17.1%	YES
Plastics & Rubber	3,815	2.41	78.6%	1.3%	YES
Biomedical	665	1.11	33.3%	15.7%	NO
ICT Manufacturing	725	0.90	44.4%	29.5%	NO
<i>Service-based</i>					
ICT Services	1,425	0.45	0.0%	1.8%	NO
Finance	2,465	0.59	6.3%	-10.2%	NO
Business Services	5,025	0.78	11.8%	19.4%	NO
Creative & Cultural	1,755	0.69	11.8%	8.0%	NO
Higher Education	1,110	0.51	0.0%	-1.8%	NO
<i>Other</i>					
Construction	4,825	0.87	16.7%	24.2%	NO
Logistics	3,100	0.95	50.0%	7.5%	NO

Figure 8.2 - Employment by industry category, 2006⁹

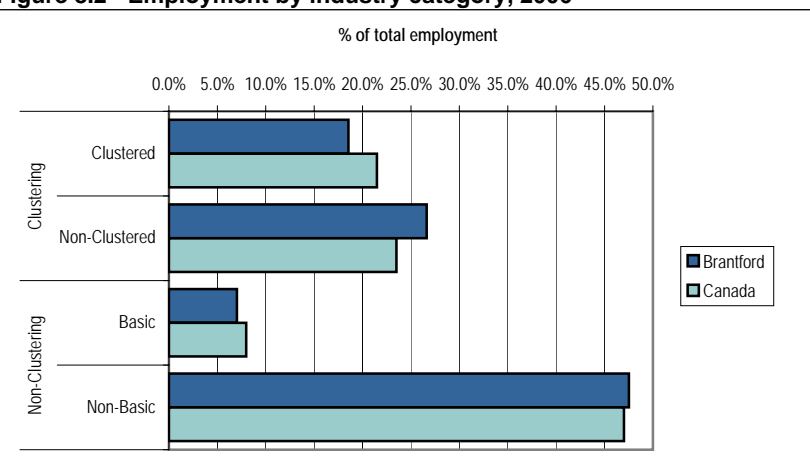
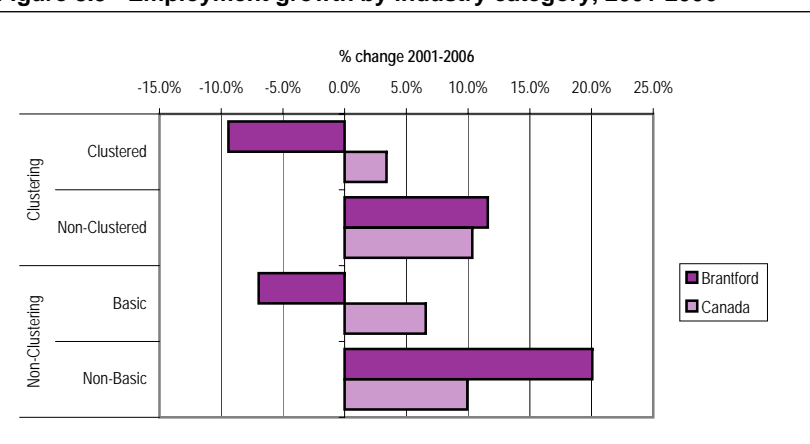


Figure 8.3 - Employment growth by industry category, 2001-2006^{9,10}



9 - Establishments

Brantford

	% of establishments by number of employees							
	1-4	5-9	10-19	20-49	50-99	100-199	200-299	500+
Brantford	48.7%	21.6%	13.6%	9.5%	3.2%	2.3%	0.9%	0.2%
Canada	55.0%	20.2%	12.1%	7.8%	2.7%	1.2%	0.6%	0.3%

Figure 9.1 - Number of establishments by industry and # of employees, 2008

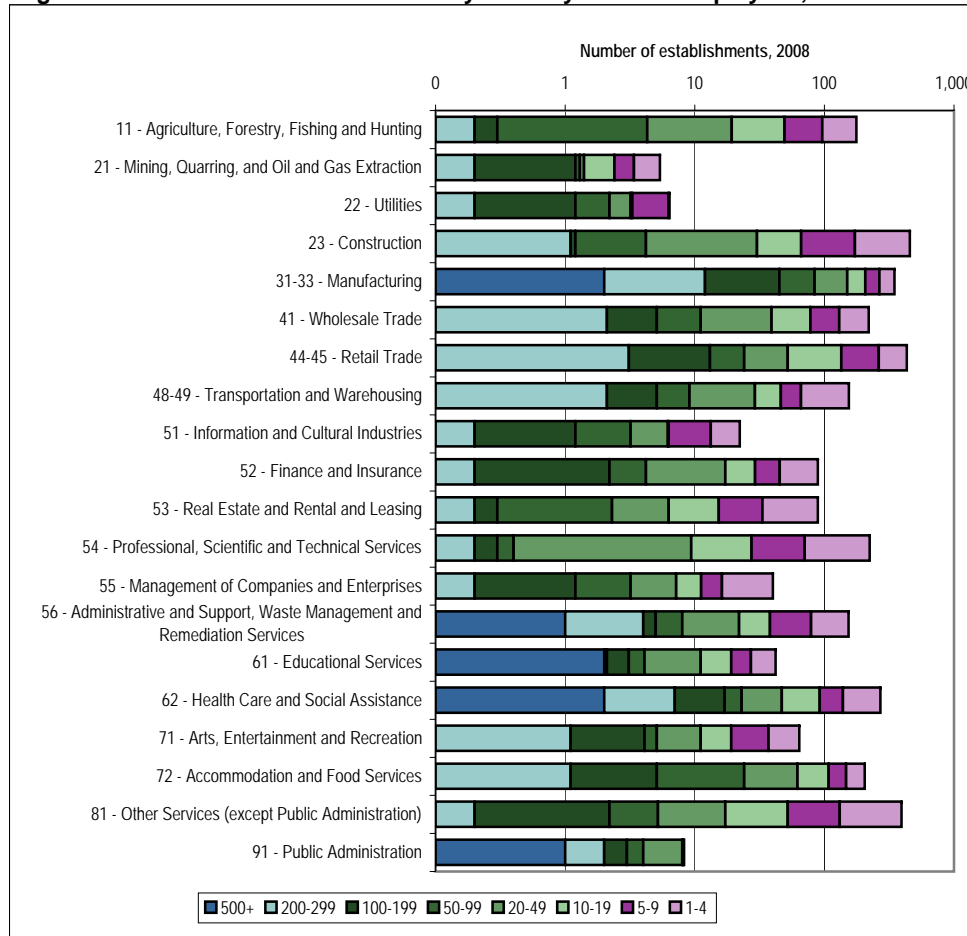
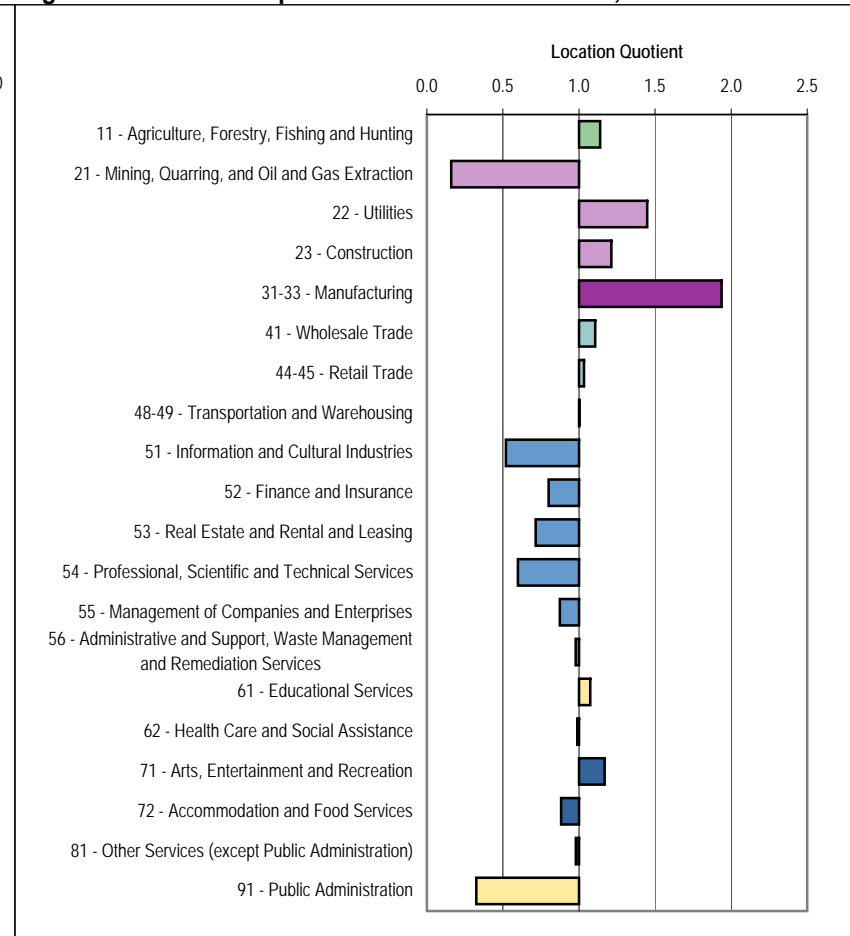


Figure 9.2 - Industrial specialization - Establishments, 2008



10 - Income Brantford

Full Time Employment Income, 2005			
	Average	Median	
Brantford	\$ 47,786	\$ 41,701	
Canada	\$ 51,221	\$ 41,401	

% Change in FT Emp. Income 2000-2005 ¹¹		
	Average	Median
Brantford	4.2%	2.4%
Canada	5.5%	2.4%

*Constant dollars (2005)

Figure 10.1 - Distribution of FT Employment Income

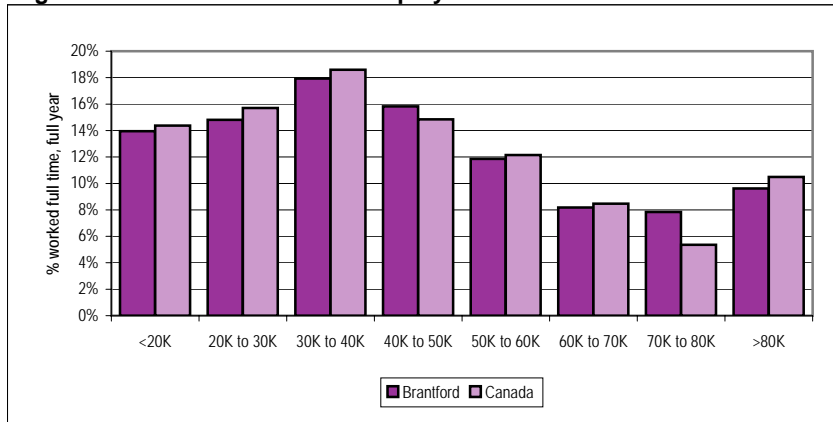
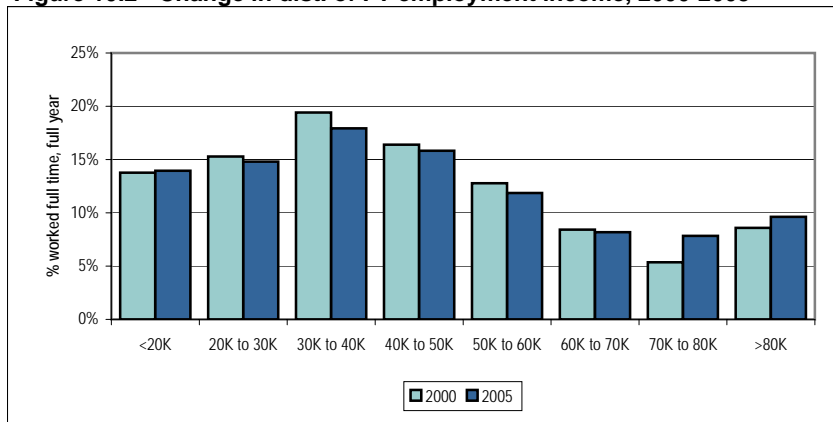
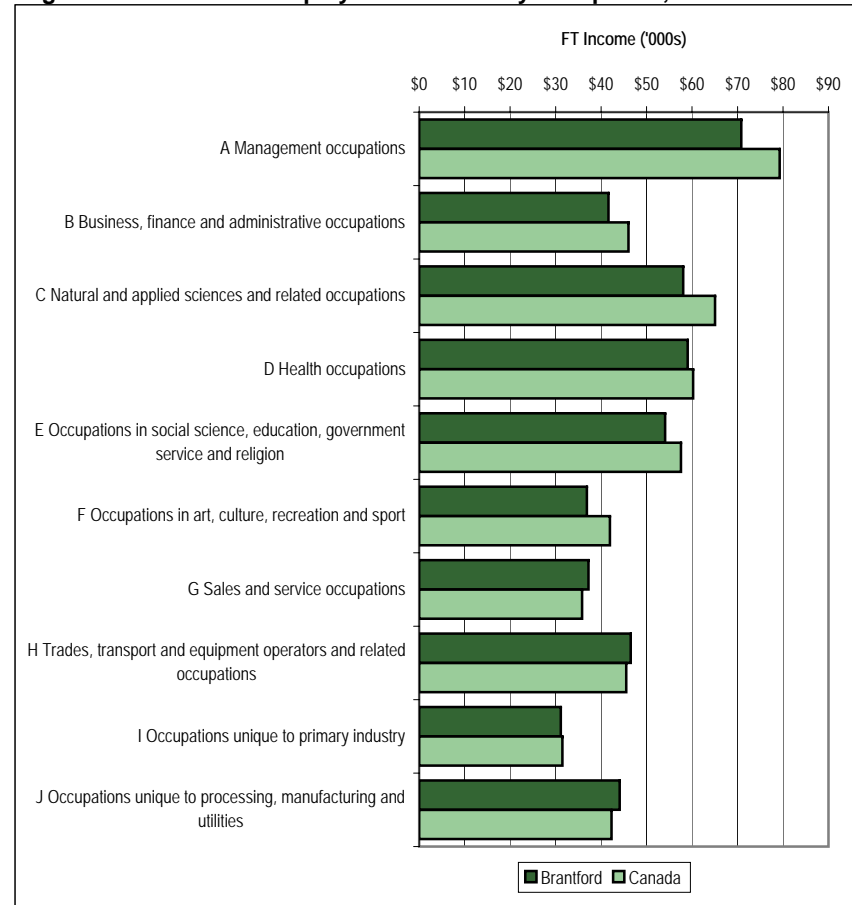


Figure 10.2 - Change in dist. of FT employment income, 2000-2005



*Constant dollars (2005)

Figure 10.3 - Full time employment income by occupation, 2005



Notes

¹ All educational attainment statistics are calculated for the population 15 years and over.

² The employment rate refers to the number of persons employed expressed as a percentage of the total population 15 years of age and over (excluding institutional residents).

³ The unemployment rate refers to the number of unemployed persons expressed as a percentage of the total labour force 15 years of age and over.

⁴ Self-employment is defined as persons 15 years of age and over for whom the job reported consisted mainly of operating a business, farm or professional practice, alone or in partnership. Examples include: operating a farm; working on a freelance or contract basis to do a job (e.g. architects, private duty nurses); or operating a direct distributorship selling and delivering products (e.g. cosmetics, newspapers). Respondents were asked to specify if their business was incorporated or unincorporated, as well as if they had paid help or no paid help.

⁵ Bohemians are defined as artistic occupations and include the following occupational categories: F021 Authors and writers; F031 Producers, directors, choreographers and related occupations; F032 Conductors, composers and arrangers; F033 Musicians and singers; F034 Dancers; F035 Actors and comedians; F036 Painters, sculptors and other visual artists; F121 Photographers; F141 Graphic designers and illustrators; F142 Interior designers; F143 Theatre, fashion, exhibit and other creative designers; F144 Artisans and craftspersons; and F145 Patternmakers, textile, leather and fur products. See Florida (2002) and Gertler et al. (2002).

⁶ Science and technology workers include the following occupational categories: C0 Professional occupations in natural and applied sciences; and C1 Technical occupations related to natural and applied sciences. See Feinstein and McAlinden (2002).

⁷ Following the method outlined in Florida (2002), we have divided the Canadian occupational structure into four broad categories: creative occupations; service occupations; trade and manual labour occupations; and agricultural and related occupations. These are defined using the National Occupational Classification for Statistics (NOCS) at the 2-digit level.

- *Creative occupations* include: A0 Senior management occupations; A1 Specialist managers; A2 Managers in retail trade, food and accommodation services; A3 Other managers, n.e.c.; B0 Professional occupations in business and finance; B1 Finance and insurance administrative occupations; C0 Professional occupations in natural and applied sciences; C1 Technical occupations related to natural and applied sciences; D0 Professional occupations in health; D1 Nurse supervisors and registered nurses; D2 Technical and related occupations in health; E0 Judges, lawyers, psychologists, social workers, ministers of religion, and policy and program officers; E1 Teachers and professors; F0 Professional occupations in art and culture; and F1 Technical occupations in art, culture, recreation and sport.

- *Service occupations* include: B2 Secretaries; B3 Administrative and regulatory occupations; B4 Clerical supervisors; B5 Clerical occupations; D3 Assisting occupations in support of health services; E2 Paralegals, social services workers and occupations in education and religion, n.e.c.; and G Sales and Service Occupations.

- *Trades and manual labour occupations* include: H Trades, Transport and Equipment Operators and Related Occupations; I2 Primary production labourers; and J Occupations Unique to Processing, Manufacturing and Utilities.

- *Agriculture and related occupations* include: I0 Occupations unique to agriculture, excluding labourers; and I1 Occupations unique to forestry operations, mining, oil and gas extraction and fishing, excluding labourers.

⁸ The method for identifying and defining cluster is based on previous ISRN work (see Spencer and Vinodrai 2005). Clusters are defined as constellations of industries defined using the North American Industrial Classification Systems (NAICS) at the 4-digit level based on patterns of location and co-location within the Canadian space economy. Constellations of industries must meet three criteria within a particular place to be defined as a cluster: 1) there must be 1,000 or more employees; 2) the overall employment LQ must be greater than or equal to 1; and 3) at least half of the industries that comprise a particular cluster in a particular place must have an individual employment LQ greater than or equal to 1.

⁹ The method for identifying and defining cluster is based on previous ISRN work (see Spencer, Vinodrai, Gertler and Wolfe 2010). We divide industries and employment into four categories: Non-basic, basic, non-clustered, and clustered. Non-Basic industries are those industries which do not demonstrate a pattern of geographic concentration in particular places. Basic industries are those industries which are geographically concentrated in particular places but do not exhibit patterns of systematic co-location with other industries. The remaining industries have the potential to cluster but do not always do so. Therefore, non-clustered employment is in those industries which do co-locate with other industries, but do not exhibit cluster characteristics in a particular location (see above). Clustered employment is that employment in industries which co-locate with other industries and exhibit cluster characteristics (see above).

¹⁰ Growth is calculated as % change in total employment between 2001 and 2006.

¹¹ Canadian censuses were conducted in 2001 and 2006. Income data relate to the calendar year prior to the census year, i.e. 1995 and 2000 respectively.

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