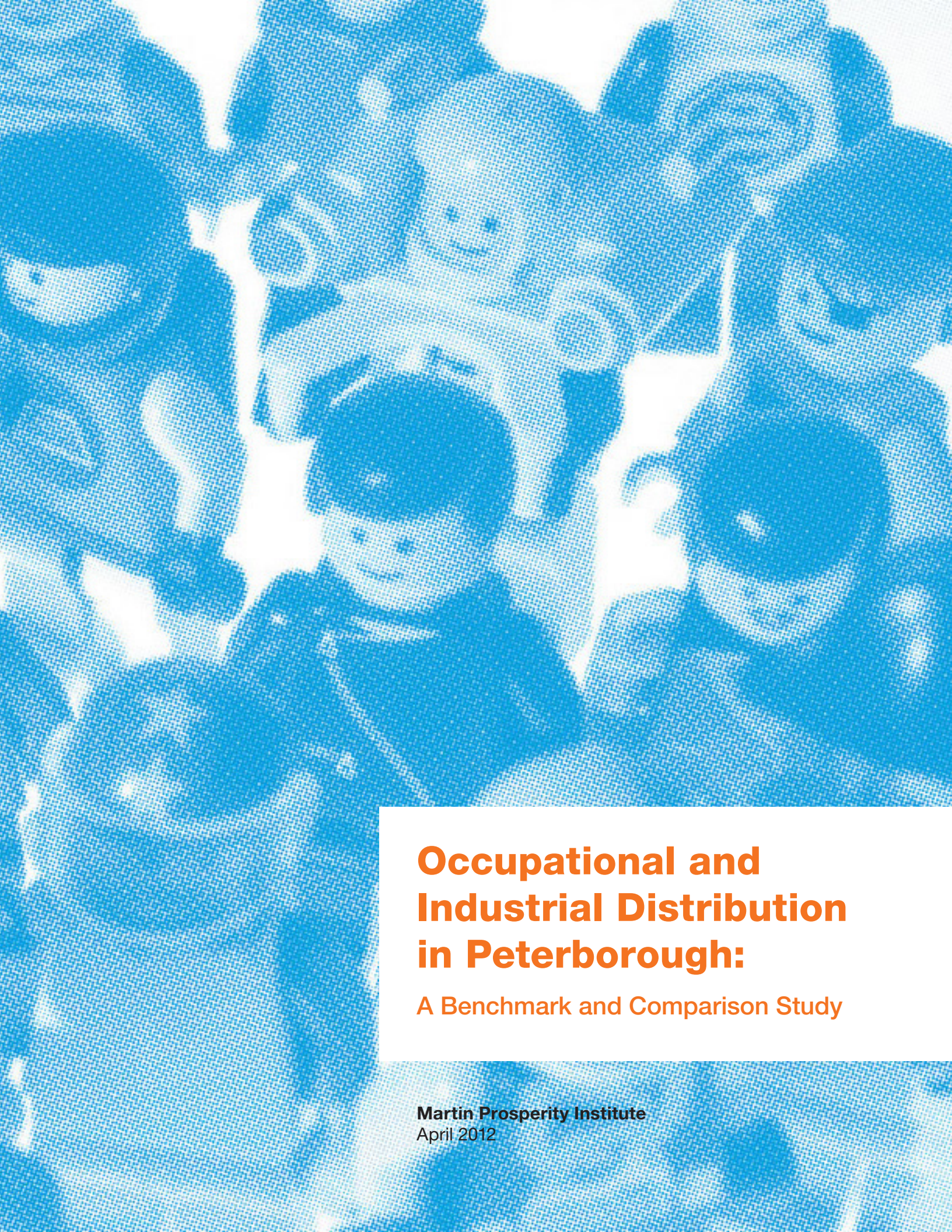


**The Martin Prosperity Institute (MPI)** is the world's leading think-tank on the role of sub-national factors — location, place, and city-regions — in global economic prosperity. It takes an integrated view of prosperity, looking beyond traditional economic measures to include the importance of quality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





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

**A Benchmark and Comparison Study**

**Martin Prosperity Institute**  
April 2012





## BENCHMARK OVERVIEW

The benchmark metropolitan regions from Canada and the United States were chosen due to similarity to Peterborough on the basis of population size<sup>1</sup> and geographic diversity. From the 2006 Census of Canada, Peterborough has a population size of 116,570 (**Table 1A**) which is relatively small in comparison to the benchmarks which range from a low of 106,813 in Wenatchee, WA to a high of 177,061 in Barrie, ON. Peterborough's population ranks tenth among the benchmarks. The workforce participation rate in Peterborough is ranked sixth at 64.7% in comparison to the highest participation rates in Barrie, ON and Kingston, ON (71.7%) while Decatur, AL has the lowest at 61.9%. Peterborough ranks ninth in median household income<sup>2</sup> (\$52, 546) with Barrie, ON and Guelph, ON the highest (\$67, 882 and \$67,674 respectively). Decatur, AL and Battle Creek, MI have the lowest median household incomes (\$48,000 and \$47,731 respectively).

Peterborough ranks the third highest for the Creativity Index<sup>3</sup> (0.58) while Kingston, ON and Guelph, ON are higher (0.67 and 0.66 respectively). Peterborough ranks fifth in the Tech-Pole index<sup>4</sup> (0.0163) while Guelph, ON has the highest index (0.039) and Victoria, TX has the lowest (0.0019). In terms of education, 16.4% of individuals aged 25 years and older in Peterborough have at a minimum an university bachelor's degree with Peterborough tied for ninth place with Thunder Bay, ON in educational rankings. Bloomington, IL has the largest proportion with an university degree (40.4%) while Brantford, ON has the lowest (12.4%).

Peterborough has the oldest population among the benchmarks with a median age of 42.8 years followed by Thunder Bay, ON (41.8 years) and Sudbury, ON (41.0 years) while Bloomington, IL has the youngest median age (30.6 years). Peterborough has the third highest number of individuals in the working years of 25 to 64 years (83,015) while Barrie, ON has the highest (95,875) and Wenatchee, WA has the lowest (53,623).

## DATA AND METHODOLOGY

### Datasets

The following analysis for the United States uses the 2005-2009 American Communities Survey (ACS) Public Use Microdata Sample (PUMS) from the United States Bureau of the Census. Occupational class and industry sector are determined from the Census occupation and industry codes. Number of years of schooling is calculated from the educational attainment variable reported for

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1 The population sizes are based on the year 2006 for Canada and the 2005-2009 American Community Survey for the United States.

2 Incomes have been converted to 2009 Canadian dollars using the 2009 Gross Domestic Product Purchasing Power Parity rate.

3 Creativity Index calculated by measures of three factors: technology, tolerance, and talent.

4 Tech-pole index calculated by two factors (1) the share of a region's employment that is high-tech and (2) the high tech location quotient.

each individual in the PUMS. The wage variable has been converted to 2009 Canadian dollars<sup>5</sup>. Only information on those who are currently employed is retained.

The analysis for Canada uses data drawn from Statistics Canada's 2006 Census of Canada Master File (20 percent sample)<sup>6</sup>. The analysis includes all individuals whose labour force status was reported to be employed in 2006. The Census includes industry data as classified by the North American Industry Classification System (NAICS) 2002 and occupation data classified by the National Occupational Classification Statistics (NOCS) 2006. The number of years of schooling is calculated from the Highest Certificate, Diploma of Degree (HCDD) variable using a customized derivation. The wage variable has been converted to 2009 Canadian dollars<sup>7</sup>.

## Methodology

Examination of the occupation-industry mix is important to better understand employment structures in a changing economy. There is a need to aggregate detailed occupation and industry information to allow for its meaningful use. Both industries and occupations have been aggregated into four categories. Industries are classified into four sectors defined by their product, while occupations are classified into four classes defined by the tasks and responsibilities. With the aggregation into sectors and classes, the occupation-industry mix can be examined as a combination of 16 sectors and classes.

Industries are classified into four sectors based on the type of product that is produced: Commodities, Goods Producing, Service and Knowledge (see **Figure 1**). The product is classified by two dimensions: standardization and complexity. The level of standardization of the product refers to the degree to which the products created are relatively similar as the output of the production process. The level of complexity of the product refers to the degree to which the product created is intricate and complex.

By the two dimensions of standardization and complexity, each industry is categorized into one of the four industry sectors. The Commodities sector is classified by industries whose products have relatively high levels of standardization and low levels of complexity. Examples of industries in the Commodities sector would include those involved in fishing, farming, forestry and extraction producing products such as corn and bricks. The Service sector is classified by industries whose products have relatively low levels of standardization and complexity. Examples of industries in the Service sector would include hotels, restaurants and retail. The Goods Producing sector is classified by industries whose productive outputs have relatively high level of standardization and complexity. Examples of industries in the Goods Producing sector would include those in durable and consum-

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5 US dollars were converted to Canadian dollars using the 2009 Gross Domestic Product Purchasing Power Parity rate from Statistics Canada (<http://www.statcan.gc.ca/pub/13-604-m/13-604-m2010064-eng.pdf>).

6 These custom cross-tabulations have been rounded per Statistics Canada's disclosure requirements and regulations.

7 Source: Statistics Canada, CANSIM, table [326-0021](#) and Catalogue nos. [62-001-X](#), [62-010-X](#) and [62-557-X](#). Last modified: 2012-01-20.

able manufacturing industries producing goods such as cars and refrigerators. The Knowledge sector is classified by industries whose products have relatively low levels of standardization and high levels of complexity. Examples of industries in the Knowledge sector include medical and legal services.

Occupations are classified into four sectors that define the tasks and roles involved in each occupation: Natural Resources, Service, Working and Creative (see **Figure 2**). These tasks and roles are classified by two dimensions: autonomy and complexity. The level of autonomy of the occupation refers to the degree that the individual has independence in their work. While the level of complexity of the occupation refers to the degree those roles and tasks undertaken by the individual are complex.

By the two dimensions of autonomy and complexity, each occupation is categorized into one of the four occupation classes. The Natural Resources class is classified by occupations that have relatively high levels of autonomy and low levels of complexity. The Natural Resources class is comprised of occupations predominately involved in the Commodities sector and includes occupations such as farmers, fishers, lumberjacks or miners. The Working class is classified by occupations which have relatively low levels of autonomy and complexity. The Working class is comprised typically of occupations which are highly dependent on highly physical skills and repetitive tasks such as assembly line workers and trades workers like carpenters, plumbers or truck drivers. The Creative class is classified by occupations which have relatively high levels of autonomy and complexity. The Creative class consists of occupations whose economic value is the creation of new ideas and forms and includes occupations such as engineers, programmers and managers. The Service class is classified by occupations which have relatively low levels of autonomy and high levels of complexity. Individuals in the Service class provide unique services to meet each individual customer's unique situation, adding complexity to their work. The Service class consists of occupations which are generally routine-oriented and include occupations such as hair stylists, wait staff, hotel cleaning staff or day care workers.

Relative levels are used throughout the categorization of both industries and occupations across all dimensions. This categorization is not meant to imply that agricultural products cannot be complex or that Working class jobs are completely non-autonomous. The comparison used is based on average relative performance and not absolute scores – on average, agricultural products are less complex than manufactured goods and assembly line workers and those in the trades have less autonomy than Creative workers. The dimensions of autonomy/standardization and complexity run along a continuum allowing for variation within each of the occupation classes and industry sectors. For example, there are Service occupations that are higher or lower in autonomy or complexity such as servers at a 5-star restaurant versus servers at fast food restaurants.

**Table 1B** shows the separate occupation and industry shares for Peterborough and the benchmark communities. All have their highest occupational share in the Service class, but it ranges from 39.4% (Guelph) to 50.0% (Thunder Bay). With 47.6% of its workforce in the Service class, Peterborough is roughly in the middle. For most places, the Creative class makes up the second largest occupational share. Bloomington-Normal IL is the highest (36.3%), and Brantford ON is the lowest (23.8%). Peterborough ranks fourth on Creative class employment at 28.8%. Working class is highest in Decatur AL (33.2%), and lowest in Kingston (14.2%). Kingston is second highest on Service class share. Decatur AL, Battle Creek MI, Victoria TX, and Brantford ON all have larger Working class than Creative class occupational shares. With 20.9% of its workforce in the Working class, Peterborough has more Creative workers.

**Table 1B** also shows the breakdown of regional employment by industry sector. Except for Bloomington-Normal IL, the largest share of employment is in the Service sector. The share is the highest in Kingston (55.1%) and lowest in Victoria TX (36.5%). Peterborough is the fourth highest with a share of 49.6%. The second highest employment share varies from region to region. In five regions (Bloomington-Normal IL (47.5%), Victoria TX (32.6%), Wanatchee WA (32.0%), Battle Creek MI (31.2%), and Kingston ON (23.9%)) the share of workers in the Knowledge sector exceeds the share of workers in the Goods Producing sector. The region with the lowest share in the Knowledge sector is Brantford ON (15.2%). With 20.3% Peterborough ranks eighth. The 27.9% of the workforce that works in the Goods Producing sector in Peterborough ranks sixth with Brantford ON at the highest with 39.0% and Bloomington-Normal IL with the lowest share at 12.5%

With shifts in employment in both industries and occupations it is important to have an understanding of the occupation classes within each industry sector and vice versa. That is, we can further refine our examination of industries and occupations by nesting each of the four industry sectors (or occupation classes) into the four occupation classes (or industry sectors) (see **Figure 3**). By examining the occupation-industry mix, we will have a better understanding of the types of occupations and the industries in which these occupations exist. For example, nesting the four industry sectors into the four occupation classes will highlight that occupations may be similar across different industries. For example, there are occupations that would be present across all four industry sectors: janitorial staff from the Service class; delivery personnel from the Working class; managers or accountants in the Creative class or landscapers in the Natural Resources class. Similarly, we are able to nest the four occupations into the four industry sectors. Using the same occupations as discussed earlier, we can see how occupations are distributed among industries. For example, examining the Commodities sector, we would find occupations including: landscapers from the Natural Resources class; janitorial staff from the Service class, delivery personnel from the Working class; and managers or accountants from the Creative class.



## FINDINGS

The first section of the analysis focuses on the distribution of employment across industries and occupations in Peterborough and compares this distribution to its eleven benchmarks in Canada and the United States.

## INDUSTRY AND OCCUPATIONS

### Peterborough

In Peterborough the Service industry has the largest share of metropolitan employment (49.65%) followed by goods producing (27.86%), knowledge (20.28%) and commodities (2.21%). Examination of employment by occupation finds Service class occupations (47.62%) with the largest share of employment followed by Creative (28.77%), Working class (20.89%) and Natural Resources (2.72%). It is not unexpected that Service class is the largest share of employment in Peterborough as the Service class is a large component of each of the industry sectors. Not unexpectedly, individuals in Creative occupations have the highest average years of education (15.0 years) in comparison to the other three occupation categories of Service (13.3 years), Natural Resources (13.0 years) and Working (12.9 years). By industry sector, individuals in the Knowledge sector have the highest average years of education (14.8 years), followed by the Service sector (13.6 years), commodities (13.2 years) and goods producing (13.1 years).

Predictably, the largest share of metropolitan employment occurs with occupation classes employed in their affiliated industry sectors (**Table 2A** and **3**). The largest share of metropolitan employment is Service class in the Service industry (33.67%) where Service class occupations represents 67.82% of the Service industry, followed by Working class in the Goods Producing industry (16.15%) where the Working class occupations represent 57.98% of the Goods Producing industry and then Creative occupations in Knowledge industry (12.09%) where Creative occupations represent 59.62% of the Knowledge industry (**Charts 1 to 8**). Perhaps surprisingly, Creative occupations in the Service industry sector are only a slightly lower metropolitan share (11.66%) compared to Creative occupations in the Knowledge industry. Creative occupations within the Knowledge industry sector have the highest levels of education (15.5 years) while those in Working class in the Commodities industries is the lowest (12.6 years).

While the majority of individuals are employed in occupations that match to industry sector, the surprising, or at least revealing, information is the number of workers in each industry sector who work in one of the other occupational classes. While nearly 71% of those working in the Commodities sector in Peterborough have a Natural Resources occupation, over 29% work in the other



classes. It is roughly split at 9-10% for each of Creative, Service, and Working. With 68% of Service sector workers having Service class jobs, nearly one-third of those in the Service sector have a non-Service occupation. Most are Creative class workers (23.5%). Creative class workers make up nearly 60% of everyone employed in the Knowledge sector, but that still leaves over 40% of the Knowledge workforce in an occupation from a different class. Almost all of them (37%) are Service class workers. Finally, while almost six in ten of the people working in the Goods Producing sector hold a Working class job, four in ten do not. The remaining 40% is roughly split between Service class (22%) and Creative class (17%) workers. While the correlation between employment in industry sector and occupational class is to be expected, the places where the two are not well matched reveal the strength of this more in depth analysis.

## COMPARISON OF INDUSTRY AND OCCUPATION STRUCTURES TO CANADIAN AND UNITED STATES BENCHMARKS

### Industry Structures

Similar to Peterborough, ten of the benchmarks have the Service industry as the largest share of employment with the exception of Bloomington-Normal, IL. The metropolitan employment share of the Service industry ranges from a high of 55.14% in Kingston, ON to a low of 36.50% in Victoria, TX. While Bloomington-Normal, IL has over a third of its employment share in the Service industry (38.70%), the Knowledge industry sector employs the largest number (47.47%). When examining the second largest industry sector, the Canadian and United States benchmark differ. Similar to Peterborough, the second largest industry sector of Canadian benchmarks is the Goods Producing sector with the exception of Kingston, ON. However, the United States benchmarks vary as the three metropolitan regions of Wenatchee, WA, Battlecreek, MI and Victoria, TX have the Knowledge industry as their second largest employer.

### Occupational Structures

Peterborough has its largest share of metropolitan employment in Service class occupations (47.62%) which is the case for all the benchmarks. The share employed in Service class occupations ranges from a high in Kingston, ON (49.96%) to a low in Guelph, ON (39.40%). Similar to Peterborough, the majority of benchmarks have Creative class occupations as their second largest occupation class. However, many benchmarks have higher shares of Creative class occupations than Peterborough (28.77%) with the highest in Bloomington-Normal, IL (36.28%). For the four benchmarks of Brantford, ON, Decatur, AL, Victoria, TX and Battlecreek, MI, Working class occupations is the second largest occupation class.



## Occupational-Industry Structures

Similar to Peterborough, the benchmarks all have the largest share of metropolitan employment in Service class occupations within the Service industry (**Table 2A, 2B, 2C and 3**). The share of metropolitan employment for Service class occupations within the Service industry ranges from a low in Victoria, TX (24.90%) to a high in Thunder Bay, ON (36.69%). Most of the benchmarks have the same second largest metropolitan employment as Peterborough – Working class occupations in the Goods Producing industry – with the exception of Kingston, ON, Bloomington-Normal, IL and Wenatchee, WA. These three exceptions have Creative class occupations within the Knowledge industry as the second largest metropolitan employment share.

## COMPARISON OF INDUSTRY AND OCCUPATION STRUCTURES TO CANADIAN BENCHMARKS

### Industry Structures

While Peterborough has close to half of its metropolitan employment in the Service industry sector, this is not the largest proportion among the Canadian benchmarks (**Table 2A, 2B and 3**). Indeed, the three benchmarks of Sudbury, ON (51.14%), Thunder Bay, ON (53.25%) and Kingston, ON (55.14%) have higher employment shares in the Service industry. With the exception of Kingston, ON which has the Knowledge industry as its second largest employer, like Peterborough, Canadian benchmarks have the Goods Producing industry sector. However, there is a large range in shares employed in the Goods Producing sector, ranging from a high in Brantford, ON of 38.98% to a low of 19.93% in Kingston, ON. With 20.28% employed in the Knowledge industry in Peterborough, only two of the Canadian benchmarks Guelph, ON (24.06%), and Kingston, ON (23.86%) have a larger share employed in this industry.

### Occupational Structures

The Canadian benchmarks similar to Peterborough have the largest share of employment in Service class occupations (**Table 3**). Peterborough's share employed in Service class occupations is in the middle of the benchmarks with Service class occupation shares ranging from a low of 39.40% in Guelph, ON to a high of 49.96% in Thunder Bay, ON. The Canadian benchmarks have the second largest share of employment in Creative occupations with the exception of Brantford, ON who has Working class occupations. While Peterborough has 28.77% of its employment in the Creative class, only Guelph, ON (33.05%) and Kingston, ON (34.80%) have larger shares employed in Creative occupations. The three benchmarks of Brantford, ON, Guelph, ON and Barrie, ON have larger shares employed in Working class occupations than Peterborough.



## Occupational-Industry Structures

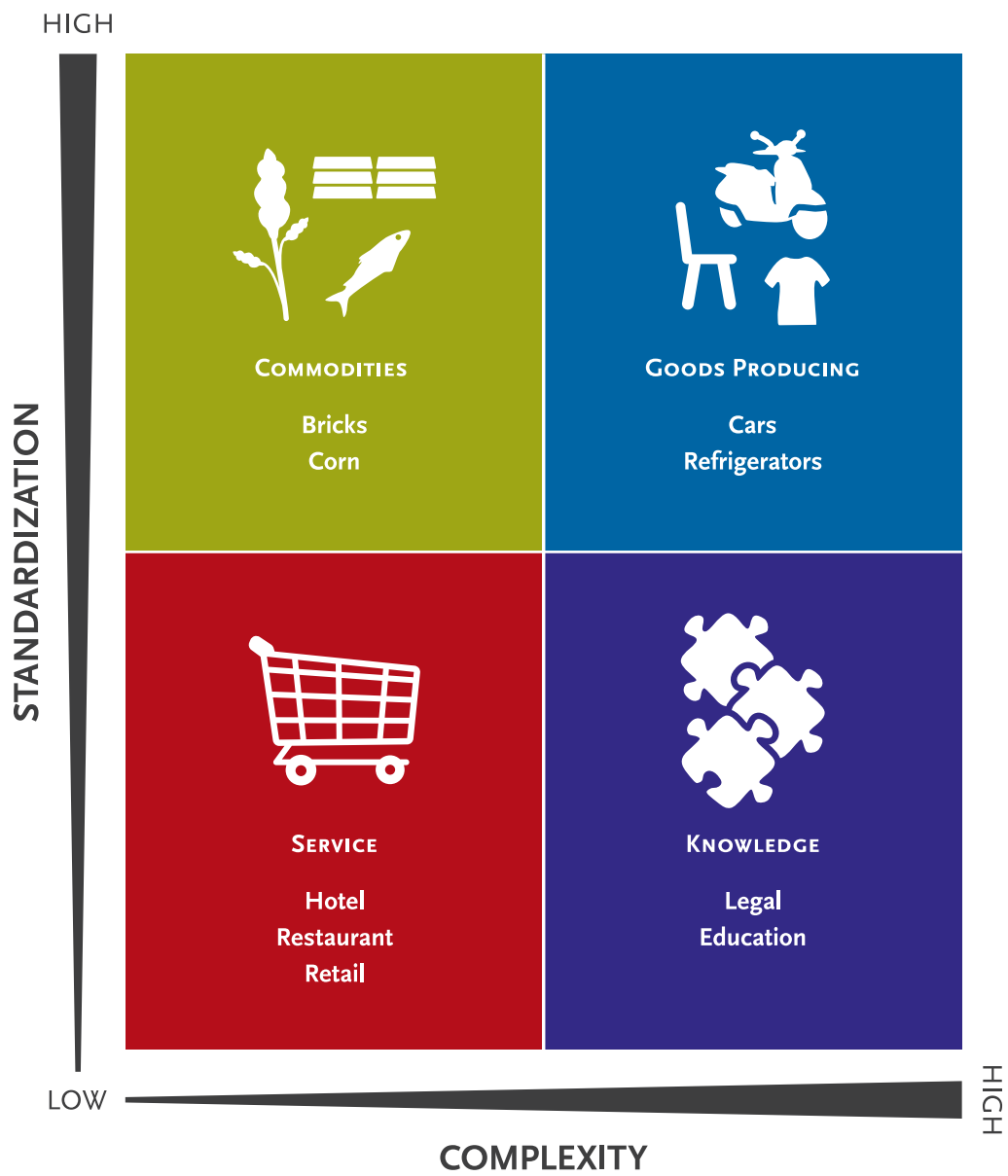
Similar to Peterborough, all the Canadian benchmarks have their largest share of metropolitan employment in the Service class in the Service industry (**Table 2A** and **2B**). While Peterborough had a third of its metropolitan employment in the Service class in the Service industry, the share employed ranged from a low of 25.45% in Guelph, ON to a high of 36.69% in Thunder Bay, ON. With the exception of Kingston, ON, the Canadian benchmarks had the second largest share of metropolitan employment in the Working class in the Goods Producing industry. Metropolitan employment share in the working-goods producing category was lowest in Kingston, ON (10.14%) while highest in Brantford, ON (23.58%). With 12.09% of metropolitan employment was in the creative-knowledge category, Peterborough was ranked third in comparison to the Canadian benchmarks behind Kingston, ON (15.60%) and Guelph, ON (16.26%).

## Education and Income

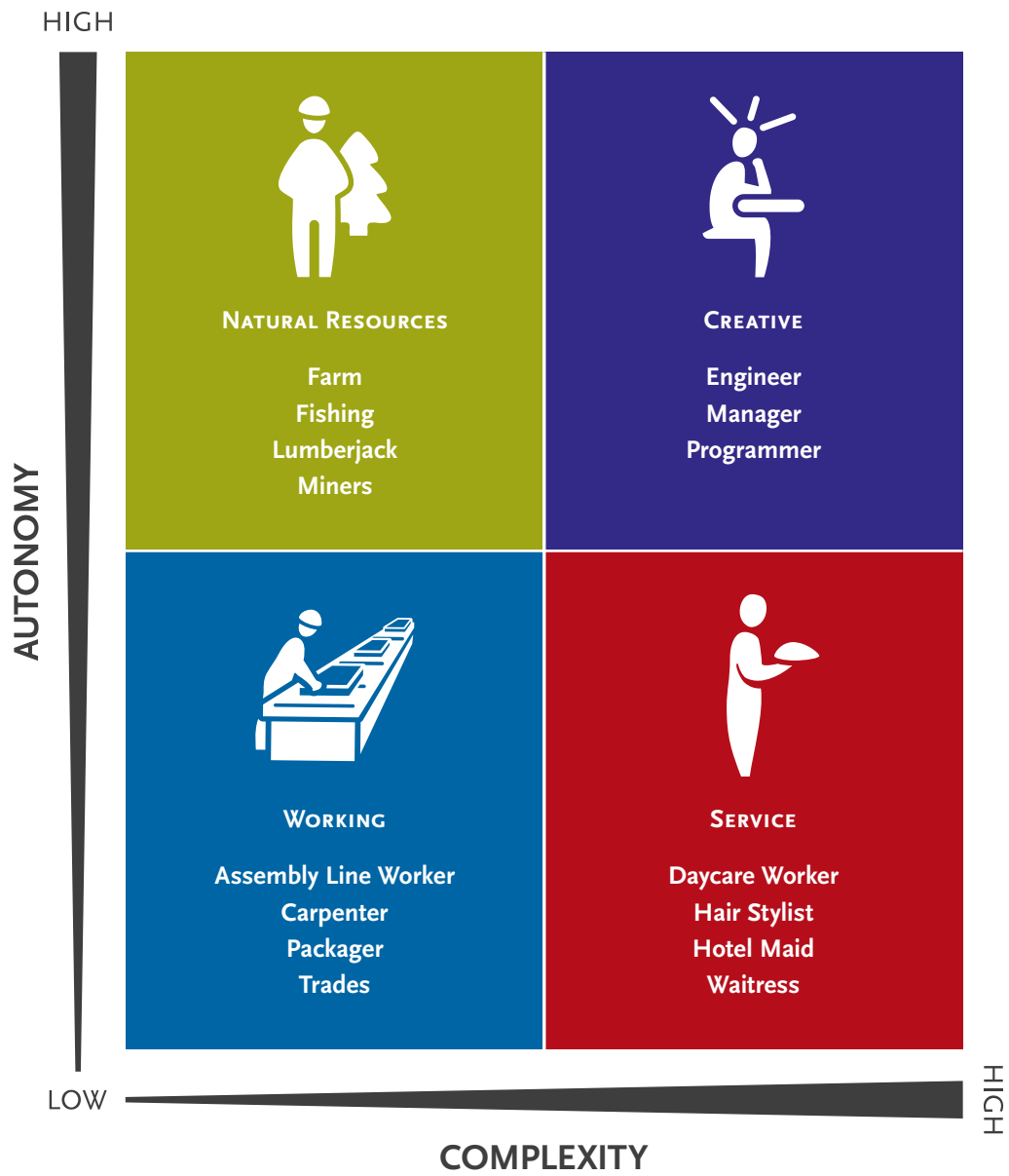
**Charts 9–12** show the relationship between years of education and employment income by occupation and industry sector for Peterborough (**9 & 10**) and all benchmark regions (**11 & 12**). In **Chart 9** and **11** the colour indicates the occupational class while on **Charts 10** and **12** the colour indicates the industry sector. As can be seen on the charts, wages and education level cluster together by occupation but not by industry. Looking at **Chart 9** and **Chart 10** reveal how those working in Creative class occupations have the highest wages and education levels while workers in the Knowledge sector have higher education levels but widely distributed wages. Similarly, the other industry and occupational pairings show clustering by occupation rather than industry sector. While less pronounced for Natural Resource workers (the smaller sample sizes introduce additional “noise”), **Charts 11** and **12** show that the findings hold across all benchmark regions. Creative class workers are more highly educated and make more money – no matter what industry sector they work in while, in general, Service class workers have a higher education than Working class workers, but the Working class workers earn a higher salary. While industry sector does play a role, average income levels are more influenced by occupational choice.

## OVERALL BENCHMARKING RESULTS FOR PETERBOROUGH

The benchmark communities were basically chosen by population and geography. However, the overall results generally place Peterborough somewhere in the middle when compared with the benchmark communities. Two exceptions are median age, where Peterborough has the oldest, and Creativity Index, where Peterborough’s third place ranking indicates promise for the future. That Peterborough is generally in the middle indicates that a reasonable set of benchmark communities have been selected. The comparisons with these other regions should be informative.











Peterborough and Benchmarks Selected Socio-Economic and Demographic Characteristics

Table 1A

Metropolitan	Population	Participation Rate	Median Household Income	Aged 25 to 64 years	Median Age	25 years+ with BA or Above	Creativity Index	Tech Pole Index
Barrie	177,061 (1)	71.7% (1)	67,882 (1)	95,875 (1)	36.7 (10)	14.4% (11)	0.455 (6)	0.029 (2)
Battle Creek, MI	136,875 (6)	62.5% (11)	47,731 (12)	71,390 (6)	38.0 (8)	17.2% (5)	0.283 (9)	0.004 (11)
Bloomington, IL	163,686 (2)	69.3% (3)	63,423 (3)	76,188 (5)	30.6 (12)	40.4% (1)	0.527 (4)	0.010 (9)
Brantford	124,607 (8)	67.9% (4)	56,428 (5)	66,430 (9)	39.6 (5)	12.4% (12)	0.283 (9)	0.013 (7)
Decatur, AL	149,291 (5)	61.9% (12)	48,300 (11)	80,213 (4)	38.7 (6)	14.9% (9)	0.117 (12)	0.018 (4)
Guelph	127,009 (7)	63.0% (9)	67,674 (2)	87,010 (2)	36.8 (9)	27.0% (2)	0.660 (2)	0.039 (1)
Kingston	152,358 (4)	71.7% (1)	56,443 (4)	69,375 (7)	40.7 (4)	24.2% (3)	0.670 (1)	0.019 (3)
Peterborough	116,570 (10)	64.7% (6)	52,546 (9)	83,015 (3)	42.8 (1)	16.4% (6)	0.584 (3)	0.016 (5)
Sudbury	158,258 (3)	63.0% (9)	53,150 (8)	59,935 (10)	41.0 (3)	14.5% (10)	0.466 (5)	0.014 (6)
Thunder Bay	122,907 (9)	63.4% (7)	56,262 (6)	66,650 (8)	41.8 (2)	16.4% (6)	0.444 (7)	0.013 (7)
Victoria, TX	113,596 (11)	65.5% (5)	51,998 (10)	56,798 (11)	36.7 (10)	15.5% (8)	0.164 (11)	0.002 (12)
Wenatchee-East Wenatchee, WA	106,813 (12)	63.2% (8)	53,573 (7)	53,623 (12)	38.4 (7)	19.2% (4)	0.305 (8)	0.005 (10)

Occupation and Industry Shares and Rankings

Table 1B

METROPOLITAN	OCCUPATION				INDUSTRY			
	% Creative	% Service	% Working	% FFF	% Commodities	% Service	% Knowledge	% Goods Producing
Barrie	27.3% (8)	46.3% (6)	24.7% (6)	1.7% (8)	1.1% (11)	46.6% (5)	18.7% (11)	33.6% (3)
Battle Creek, MI	26.8% (9)	42.2% (9)	30.3% (2)	0.7% (10)	1.4% (7)	36.8% (11)	31.2% (4)	30.6% (5)
Bloomington, IL	36.3% (1)	48.5% (3)	14.8% (11)	0.4% (12)	1.4% (7)	38.7% (8)	47.5% (1)	12.5% (12)
Brantford	23.8% (12)	43.7% (7)	29.0% (4)	3.5% (3)	2.8% (5)	43.0% (6)	15.2% (12)	39.0% (1)
Decatur, AL	25.7% (11)	40.4% (11)	33.2% (1)	0.6% (11)	1.2% (10)	37.8% (10)	28.0% (5)	32.9% (4)
Guelph	33.0% (3)	39.4% (12)	25.7% (5)	1.8% (6)	1.4% (7)	38.6% (9)	24.1% (6)	35.9% (2)
Kingston	34.8% (2)	49.3% (2)	14.2% (12)	1.8% (6)	1.1% (11)	55.1% (1)	23.9% (7)	19.9% (10)
Peterborough	28.8% (4)	47.6% (5)	20.9% (8)	2.7% (4)	2.2% (6)	49.6% (4)	20.3% (8)	27.9% (6)
Sudbury	28.4% (5)	48.5% (3)	18.4% (10)	4.7% (2)	7.7% (2)	51.1% (3)	19.2% (9)	22.0% (9)
Thunder Bay	28.3% (6)	50.0% (1)	19.1% (9)	2.6% (5)	3.1% (4)	53.3% (2)	19.2% (9)	24.5% (8)
Victoria, TX	26.7% (10)	41.6% (10)	30.2% (3)	1.5% (9)	3.2% (3)	36.5% (12)	32.6% (2)	27.7% (7)
Wenatchee-East Wenatchee, WA	27.9% (7)	42.8% (8)	21.8% (7)	7.5% (1)	11.0% (1)	40.5% (7)	32.0% (3)	16.5% (11)

Industry	Occupation	Obs:	Average Years of Education	Employment Income	Industry Share	Metropolitan Employment Share
Knowledge	Natural Resources	30	13.8	\$12,949	0.26%	0.05%
Knowledge	Creative	6,850	15.5	\$51,640	59.62%	12.09%
Knowledge	Service	4,225	13.7	\$33,399	36.77%	7.46%
Knowledge	Working	385	13.5	\$29,930	3.35%	0.68%
Service	Natural Resources	275	12.6	\$20,510	0.98%	0.49%
Service	Creative	6,610	14.8	\$57,509	23.49%	11.66%
Service	Service	19,080	13.2	\$25,151	67.82%	33.67%
Service	Working	2,170	13.0	\$34,433	7.71%	3.83%
Goods Producing	Natural Resources	345	12.6	\$23,619	2.18%	0.61%
Goods Producing	Creative	2,730	14.2	\$64,224	17.29%	4.82%
Goods Producing	Service	3,560	13.1	\$32,577	22.55%	6.28%
Goods Producing	Working	9,155	12.9	\$42,482	57.98%	16.15%
Commodities	Natural Resources	890	13.1	\$17,447	70.92%	1.57%
Commodities	Creative	115	14.4	\$54,699	9.16%	0.20%
Commodities	Service	120	13.0	\$26,741	9.56%	0.21%
Commodities	Working	130	11.9	\$39,800	10.36%	0.23%



Metropolitan	Industry	Occupation	Obs:	Average Years of Education	Employment Income	Industry Share	Metropolitan Employment Share
Barrie	Knowledge	Natural Resources	0	0	NA	NA	NA
Barrie	Knowledge	Creative	10,135	15.2	\$55,155	58.13%	10.85%
Barrie	Knowledge	Service	6,625	13.8	\$38,344	38.00%	7.09%
Barrie	Knowledge	Working	675	13.3	\$48,869	3.87%	0.72%
Barrie	Service	Natural Resources	390	12.7	\$20,277	0.90%	0.42%
Barrie	Service	Creative	9,145	14.5	\$60,446	21.00%	9.79%
Barrie	Service	Service	30,130	13.1	\$29,891	69.18%	32.26%
Barrie	Service	Working	3,885	13	\$38,037	8.92%	4.16%
Barrie	Goods Producing	Natural Resources	590	12.5	\$25,290	1.88%	0.63%
Barrie	Goods Producing	Creative	6,040	13.8	\$67,328	19.26%	6.47%
Barrie	Goods Producing	Service	6,355	13.1	\$37,064	20.26%	6.81%
Barrie	Goods Producing	Working	18,375	12.8	\$45,780	58.59%	19.68%
Barrie	Commodities	Natural Resources	630	12.5	\$20,710	60.58%	0.67%
Barrie	Commodities	Creative	135	14.3	\$54,914	12.98%	0.14%
Barrie	Commodities	Service	165	13	\$27,215	15.87%	0.18%
Barrie	Commodities	Working	110	12	\$41,424	10.58%	0.12%
Brantford	Knowledge	Natural Resources	45	11.7	\$13,562	0.47%	0.07%
Brantford	Knowledge	Creative	5,485	15.4	\$54,567	56.96%	8.64%
Brantford	Knowledge	Service	3,735	13.6	\$32,766	38.79%	5.88%
Brantford	Knowledge	Working	365	12.4	\$41,590	3.79%	0.58%
Brantford	Service	Natural Resources	285	13.1	\$24,960	1.04%	0.45%
Brantford	Service	Creative	5,555	14.4	\$59,470	20.34%	8.75%
Brantford	Service	Service	18,570	13	\$26,850	67.98%	29.26%
Brantford	Service	Working	2,905	12.7	\$35,720	10.64%	4.58%
Brantford	Goods Producing	Natural Resources	480	12.4	\$30,776	1.94%	0.76%
Brantford	Goods Producing	Creative	4,000	14	\$66,574	16.17%	6.30%
Brantford	Goods Producing	Service	5,290	12.9	\$34,264	21.38%	8.33%
Brantford	Goods Producing	Working	14,970	12.7	\$41,735	60.51%	23.58%
Brantford	Commodities	Natural Resources	1,425	12.3	\$21,456	79.61%	2.24%
Brantford	Commodities	Creative	80	14.9	\$63,614	4.47%	0.13%
Brantford	Commodities	Service	130	13	\$30,923	7.26%	0.20%
Brantford	Commodities	Working	155	12.4	\$36,960	8.66%	0.24%

Metropolitan	Industry	Occupation	Obs:	Average Years of Education	Employment Income	Industry Share	Metropolitan Employment Share
Guelph	Knowledge	Natural Resources	75	15.3	\$18,184	0.45%	0.11%
Guelph	Knowledge	Creative	11,335	14.9	\$55,939	67.57%	16.26%
Guelph	Knowledge	Service	4,990	15.9	\$38,332	29.75%	7.16%
Guelph	Knowledge	Working	375	14.1	\$51,185	2.24%	0.54%
Guelph	Service	Natural Resources	305	13.8	\$20,417	1.13%	0.44%
Guelph	Service	Creative	6,740	15.1	\$62,890	25.02%	9.67%
Guelph	Service	Service	17,740	13.4	\$27,598	65.86%	25.45%
Guelph	Service	Working	2,150	13	\$35,066	7.98%	3.08%
Guelph	Goods Producing	Natural Resources	330	13.6	\$23,061	1.32%	0.47%
Guelph	Goods Producing	Creative	4,820	14.5	\$74,050	19.25%	6.91%
Guelph	Goods Producing	Service	4,595	13.3	\$37,722	18.35%	6.59%
Guelph	Goods Producing	Working	15,295	12.9	\$43,719	61.08%	21.94%
Guelph	Commodities	Natural Resources	570	13.4	\$20,241	59.07%	0.82%
Guelph	Commodities	Creative	145	15.8	\$62,631	15.03%	0.21%
Guelph	Commodities	Service	145	13.6	\$36,759	15.03%	0.21%
Guelph	Commodities	Working	105	13	\$42,897	10.88%	0.15%
Kingston	Knowledge	Natural Resources	45	14.4	\$28,047	0.25%	0.06%
Kingston	Knowledge	Creative	11,685	16	\$55,843	65.35%	15.60%
Kingston	Knowledge	Service	5,715	14	\$36,402	31.96%	7.63%
Kingston	Knowledge	Working	435	13.2	\$40,174	2.43%	0.58%
Kingston	Service	Natural Resources	280	12.7	\$18,933	0.68%	0.37%
Kingston	Service	Creative	11,570	15	\$65,778	28.00%	15.44%
Kingston	Service	Service	26,925	13.4	\$29,031	65.17%	35.94%
Kingston	Service	Working	2,540	13	\$36,208	6.15%	3.39%
Kingston	Goods Producing	Natural Resources	345	12.5	\$16,529	2.31%	0.46%
Kingston	Goods Producing	Creative	2,780	14.2	\$62,504	18.62%	3.71%
Kingston	Goods Producing	Service	4,205	13.2	\$28,452	28.16%	5.61%
Kingston	Goods Producing	Working	7,600	13.1	\$37,775	50.90%	10.14%
Kingston	Commodities	Natural Resources	645	13.2	\$16,045	80.63%	0.86%
Kingston	Commodities	Creative	40	14.7	\$38,372	5.00%	0.05%
Kingston	Commodities	Service	75	13	\$26,493	9.38%	0.10%
Kingston	Commodities	Working	40	12.9	\$43,566	5.00%	0.05%

Metropolitan	Industry	Occupation	Obs:	Average Years of Education	Employment Income	Industry Share	Metropolitan Employment Share
Sudbury	Knowledge	Natural Resources	65	13	\$61,457	0.45%	0.09%
Sudbury	Knowledge	Creative	8,655	15.6	\$56,946	59.96%	11.49%
Sudbury	Knowledge	Service	5,215	13.6	\$32,412	36.13%	6.92%
Sudbury	Knowledge	Working	500	13.4	\$39,995	3.46%	0.66%
Sudbury	Service	Natural Resources	350	12.4	\$25,660	0.91%	0.46%
Sudbury	Service	Creative	8,860	14.6	\$64,488	23.00%	11.76%
Sudbury	Service	Service	26,415	13.2	\$26,432	68.56%	35.06%
Sudbury	Service	Working	2,905	13.1	\$38,153	7.54%	3.86%
Sudbury	Goods Producing	Natural Resources	500	12.3	\$56,921	3.02%	0.66%
Sudbury	Goods Producing	Creative	2,625	13.9	\$62,504	15.84%	3.48%
Sudbury	Goods Producing	Service	4,600	13	\$28,138	27.75%	6.11%
Sudbury	Goods Producing	Working	8,850	13	\$44,851	53.39%	11.75%
Sudbury	Commodities	Natural Resources	2,610	13.2	\$80,558	45.00%	3.46%
Sudbury	Commodities	Creative	1,270	14.8	\$90,566	21.90%	1.69%
Sudbury	Commodities	Service	335	13.5	\$54,973	5.78%	0.44%
Sudbury	Commodities	Working	1,585	13.6	\$76,632	27.33%	2.10%
Thunder Bay	Knowledge	Natural Resources	40	13.4	\$16,623	0.35%	0.07%
Thunder Bay	Knowledge	Creative	6,735	15.6	\$51,992	59.31%	11.37%
Thunder Bay	Knowledge	Service	4,155	13.9	\$32,263	36.59%	7.01%
Thunder Bay	Knowledge	Working	425	13.2	\$47,090	3.74%	0.72%
Thunder Bay	Service	Natural Resources	240	13.1	\$27,041	0.76%	0.41%
Thunder Bay	Service	Creative	7,470	14.7	\$58,846	23.68%	12.61%
Thunder Bay	Service	Service	21,735	13.2	\$26,486	68.89%	36.69%
Thunder Bay	Service	Working	2,105	13.2	\$38,758	6.67%	3.55%
Thunder Bay	Goods Producing	Natural Resources	370	13.2	\$24,613	2.55%	0.62%
Thunder Bay	Goods Producing	Creative	2,230	13.2	\$65,559	15.37%	3.76%
Thunder Bay	Goods Producing	Service	3,560	14.2	\$27,736	24.54%	6.01%
Thunder Bay	Goods Producing	Working	8,345	12.9	\$49,770	57.53%	14.09%
Thunder Bay	Commodities	Natural Resources	875	13.1	\$42,876	47.68%	1.48%
Thunder Bay	Commodities	Creative	355	14.9	\$57,761	19.35%	0.60%
Thunder Bay	Commodities	Service	150	13.8	\$27,161	8.17%	0.25%
Thunder Bay	Commodities	Working	455	12.7	\$61,877	24.80%	0.77%



Metropolitan	Industry	Occupation	Obs:	Average Years of Education	Employment Income	Industry Share	Metropolitan Employment Share
Battle Creek, MI	Commodities	Creative	396	13.0	\$45,034	40.37%	0.57%
Battle Creek, MI	Commodities	Natural Resources	423	11.5	\$16,489	43.12%	0.61%
Battle Creek, MI	Commodities	Service	150	14.5	\$12,566	15.29%	0.21%
Battle Creek, MI	Commodities	Working	12	11.0	\$11,452	1.22%	0.02%
Battle Creek, MI	Goods Producing	Creative	4,322	14.6	\$86,925	20.18%	6.18%
Battle Creek, MI	Goods Producing	Service	1,749	13.0	\$39,622	8.17%	2.50%
Battle Creek, MI	Goods Producing	Working	15,347	12.3	\$39,032	71.65%	21.96%
Battle Creek, MI	Goods Producing	Natural Resources	0	NA	NA	NA	NA
Battle Creek, MI	Knowledge	Creative	10,864	15.2	\$53,479	49.89%	15.54%
Battle Creek, MI	Knowledge	Service	9,648	13.1	\$30,464	44.31%	13.80%
Battle Creek, MI	Knowledge	Working	1,263	13.0	\$40,302	5.80%	1.81%
Battle Creek, MI	Knowledge	Natural Resources	0	NA	NA	NA	NA
Battle Creek, MI	Service	Creative	3,178	14.2	\$43,037	12.36%	4.55%
Battle Creek, MI	Service	Natural Resources	53	9.7	\$11,011	0.21%	0.08%
Battle Creek, MI	Service	Service	17,966	12.6	\$20,246	69.86%	25.71%
Battle Creek, MI	Service	Working	4,521	12.1	\$29,473	17.58%	6.47%
Bloomington-Normal, IL	Commodities	Creative	804	14.0	\$67,843	57.18%	0.78%
Bloomington-Normal, IL	Commodities	Natural Resources	407	12.1	\$25,648	28.95%	0.40%
Bloomington-Normal, IL	Commodities	Service	86	13.2	\$10,388	6.12%	0.08%
Bloomington-Normal, IL	Commodities	Working	109	11.1	\$23,187	7.75%	0.11%
Bloomington-Normal, IL	Goods Producing	Creative	2,337	14.7	\$79,454	18.21%	2.27%
Bloomington-Normal, IL	Goods Producing	Service	1,306	13.1	\$36,619	10.18%	1.27%
Bloomington-Normal, IL	Goods Producing	Working	9,192	12.4	\$37,501	71.62%	8.92%
Bloomington-Normal, IL	Goods Producing	Natural Resources	0	NA	NA	NA	NA
Bloomington-Normal, IL	Knowledge	Creative	28,335	15.8	\$67,698	57.95%	27.51%
Bloomington-Normal, IL	Knowledge	Service	18,804	13.6	\$33,560	38.45%	18.25%
Bloomington-Normal, IL	Knowledge	Working	1,760	12.9	\$31,738	3.60%	1.71%
Bloomington-Normal, IL	Knowledge	Natural Resources	0	NA	NA	NA	NA
Bloomington-Normal, IL	Service	Creative	5,900	14.3	\$48,829	14.80%	5.73%
Bloomington-Normal, IL	Service	Natural Resources	9	12.0	\$65,875	0.02%	0.01%
Bloomington-Normal, IL	Service	Service	29,785	12.8	\$17,530	74.71%	28.91%
Bloomington-Normal, IL	Service	Working	4,176	12.5	\$31,394	10.47%	4.05%

Metropolitan	Industry	Occupation	Obs:	Average Years of Education	Employment Income	Industry Share	Metropolitan Employment Share
Decatur, AL	Commodities	Creative	274	12.9	\$44,901	28.87%	0.36%
Decatur, AL	Commodities	Natural Resources	442	10.5	\$27,329	46.58%	0.57%
Decatur, AL	Commodities	Service	155	12.1	\$27,132	16.33%	0.20%
Decatur, AL	Commodities	Working	78	10.5	\$30,570	8.22%	0.10%
Decatur, AL	Goods Producing	Creative	3,936	14.2	\$70,974	15.54%	5.12%
Decatur, AL	Goods Producing	Natural Resources	8	8.0	\$19,876	0.03%	0.01%
Decatur, AL	Goods Producing	Service	2,467	12.4	\$39,678	9.74%	3.21%
Decatur, AL	Goods Producing	Working	18,913	11.6	\$38,604	74.68%	24.60%
Decatur, AL	Knowledge	Creative	12,075	15.1	\$57,829	56.08%	15.70%
Decatur, AL	Knowledge	Natural Resources	46	14.3	\$68,043	0.21%	0.06%
Decatur, AL	Knowledge	Service	8,390	13.0	\$27,050	38.97%	10.91%
Decatur, AL	Knowledge	Working	1,020	12.4	\$28,726	4.74%	1.33%
Decatur, AL	Service	Creative	3,470	13.8	\$52,972	11.93%	4.51%
Decatur, AL	Service	Service	20,086	12.4	\$23,080	69.04%	26.12%
Decatur, AL	Service	Working	5,536	11.9	\$31,073	19.03%	7.20%
Decatur, AL	Service	Natural Resources	0	NA	NA	NA	NA
Victoria, TX	Commodities	Creative	1,987	12.9	\$47,369	46.26%	1.47%
Victoria, TX	Commodities	Natural Resources	1,817	9.2	\$16,931	42.31%	1.35%
Victoria, TX	Commodities	Service	273	11.1	\$25,473	6.36%	0.20%
Victoria, TX	Commodities	Working	218	8.8	\$39,648	5.08%	0.16%
Victoria, TX	Goods Producing	Creative	5,169	13.7	\$84,575	13.82%	3.83%
Victoria, TX	Goods Producing	Natural Resources	24	7.3	\$27,569	0.06%	0.02%
Victoria, TX	Goods Producing	Service	3,083	12.4	\$35,227	8.24%	2.28%
Victoria, TX	Goods Producing	Working	29,128	11.4	\$44,870	77.87%	21.58%
Victoria, TX	Knowledge	Creative	22,760	14.8	\$52,317	51.69%	16.86%
Victoria, TX	Knowledge	Natural Resources	10	13.6	\$37,548	0.02%	0.01%
Victoria, TX	Knowledge	Service	19,204	12.5	\$27,179	43.62%	14.22%
Victoria, TX	Knowledge	Working	2,055	12.6	\$28,347	4.67%	1.52%
Victoria, TX	Service	Creative	6,135	13.4	\$47,536	12.45%	4.54%
Victoria, TX	Service	Natural Resources	126	8.9	\$9,668	0.26%	0.09%
Victoria, TX	Service	Service	33,619	11.8	\$21,752	68.22%	24.90%
Victoria, TX	Service	Working	9,398	11.7	\$33,735	19.07%	6.96%

Metropolitan	Industry	Occupation	Obs:	Average Years of Education	Employment Income	Industry Share	Metropolitan Employment Share
Wenatchee, WA	Commodities	Creative	1,655	13.9	\$63,276	15.22%	1.68%
Wenatchee, WA	Commodities	Natural Resources	6,562	9.1	\$19,993	60.33%	6.64%
Wenatchee, WA	Commodities	Service	1,136	9.3	\$26,469	10.45%	1.15%
Wenatchee, WA	Commodities	Working	1,523	9.8	\$23,976	14.00%	1.54%
Wenatchee, WA	Goods Producing	Creative	2,560	13.9	\$69,911	15.67%	2.59%
Wenatchee, WA	Goods Producing	Natural Resources	44	9.1	\$13,936	0.27%	0.04%
Wenatchee, WA	Goods Producing	Service	1,796	12.5	\$27,115	10.99%	1.82%
Wenatchee, WA	Goods Producing	Working	11,938	11.9	\$37,268	73.07%	12.08%
Wenatchee, WA	Knowledge	Creative	17,971	15.4	\$53,669	56.87%	18.19%
Wenatchee, WA	Knowledge	Natural Resources	56	16.8	\$46,005	0.18%	0.06%
Wenatchee, WA	Knowledge	Service	12,198	13.3	\$29,373	38.60%	12.35%
Wenatchee, WA	Knowledge	Working	1,373	13.0	\$38,132	4.35%	1.39%
Wenatchee, WA	Service	Creative	5,416	14.0	\$54,198	13.55%	5.48%
Wenatchee, WA	Service	Natural Resources	778	7.8	\$13,997	1.95%	0.79%
Wenatchee, WA	Service	Service	27,115	12.3	\$22,428	67.83%	27.45%
Wenatchee, WA	Service	Working	6,668	11.7	\$30,800	16.68%	6.75%



Industry, Occupation and Metropolitan Employment Shares of Selected Industry Sectors and Occupational Classes

Table 3

Metropolitan	Industry	Occupation	Observations	Industry Share	Occupation Share	Metropolitan Employment Share
Thunder Bay	Service	Service	21,735 (7)	68.9% (5)	73.4% (1)	36.69% (1)
Kingston	Service	Service	26,925 (5)	65.2% (12)	72.9% (2)	35.94% (2)
Sudbury	Service	Service	26,415 (6)	68.6% (6)	72.2% (3)	35.06% (3)
Peterborough	Service	Service	19,080 (9)	67.8% (10)	70.7% (4)	33.67% (4)
Barrie	Service	Service	30,130 (2)	69.2% (3)	69.6% (5)	32.26% (5)
Brantford	Service	Service	18,570 (10)	68.0% (8)	67.0% (6)	29.26% (6)
Bloomington-Normal, IL	Service	Service	29,785 (3)	74.7% (1)	59.6% (12)	28.91% (7)
Wenatchee, WA	Service	Service	27,115 (4)	67.8% (9)	64.2% (9)	27.45% (8)
Decatur, AL	Service	Service	20,086 (8)	69.0% (4)	64.6% (7)	26.12% (9)
Battle Creek, MI	Service	Service	17,966 (11)	69.9% (2)	60.9% (10)	25.71% (10)
Guelph	Service	Service	17,740 (12)	65.9% (11)	64.6% (8)	25.45% (11)
Victoria, TX	Service	Service	33,619 (1)	68.2% (7)	59.8% (11)	24.90% (12)

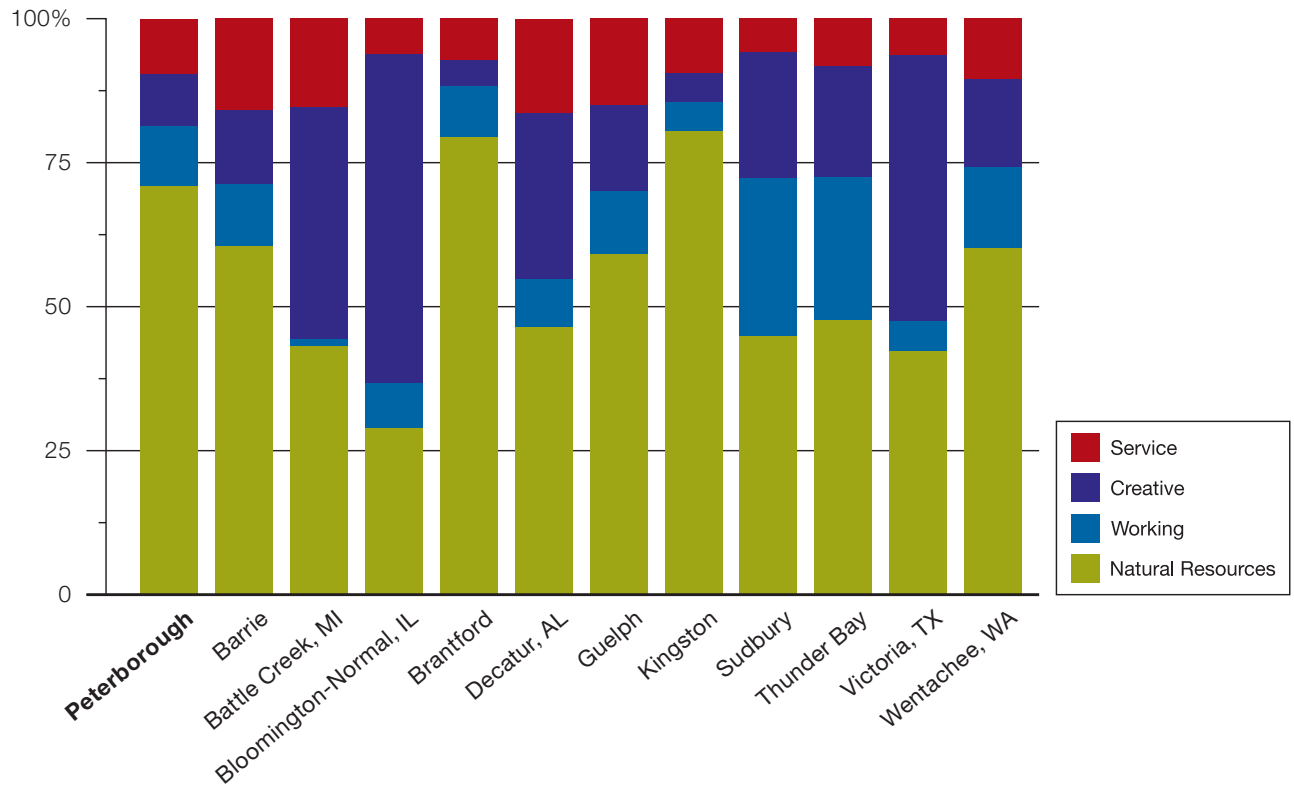
Metropolitan	Industry	Occupation	Observations	Industry Share	Occupation Share	Metropolitan Employment Share
Decatur, AL	Goods Producing	Working		74.7% (2)	74.0% (5)	24.60% (1)
Brantford	Goods Producing	Working	14,970 (6)	60.5% (7)	81.4% (2)	23.58% (2)
Battle Creek, MI	Goods Producing	Working	15,347 (4)	71.7% (4)	72.6% (7)	21.96% (3)
Guelph	Goods Producing	Working	15,295 (5)	61.1% (6)	85.3% (1)	21.94% (4)
Victoria, TX	Goods Producing	Working	29,128 (1)	77.9% (1)	71.4% (9)	21.58% (5)
Barrie	Goods Producing	Working	18,375 (3)	58.6% (8)	79.7% (3)	19.68% (6)
Peterborough	Goods Producing	Working	9,155 (9)	58.0% (9)	77.3% (4)	16.15% (7)
Thunder Bay	Goods Producing	Working	8,345 (11)	57.5% (10)	73.7% (6)	14.09% (8)
Wenatchee, WA	Goods Producing	Working	11,938 (7)	73.1% (3)	55.5% (12)	12.08% (9)
Sudbury	Goods Producing	Working	8,850 (10)	53.4% (11)	64.0% (10)	11.75% (10)
Kingston	Goods Producing	Working	7,600 (12)	50.9% (12)	71.6% (8)	10.14% (11)
Bloomington-Normal, IL	Goods Producing	Working	9,192 (8)	71.6% (5)	60.3% (11)	8.92% (12)

Metropolitan	Industry	Occupation	Observations	Industry Share	Occupation Share	Metropolitan Employment Share
Bloomington-Normal, IL	Knowledge	Creative	28,335 (1)	58.0% (7)	75.8% (1)	27.51% (1)
Wenatchee, WA	Knowledge	Creative	17,971 (3)	56.9% (9)	65.1% (2)	18.19% (2)
Victoria, TX	Knowledge	Creative	22,760 (2)	51.7% (11)	63.1% (3)	16.86% (3)
Guelph	Knowledge	Creative	11,335 (6)	67.6% (1)	49.2% (6)	16.26% (4)
Decatur, AL	Knowledge	Creative	12,075 (4)	56.1% (10)	61.1% (4)	15.70% (5)
Kingston	Knowledge	Creative	11,685 (5)	65.4% (2)	44.8% (7)	15.60% (6)
Battle Creek, MI	Knowledge	Creative	10,864 (7)	49.9% (12)	57.9% (5)	15.54% (7)
Peterborough	Knowledge	Creative	6,850 (10)	59.6% (4)	42.0% (8)	12.09% (8)
Sudbury	Knowledge	Creative	8,655 (9)	60.0% (3)	40.4% (9)	11.49% (9)
Thunder Bay	Knowledge	Creative	6,735 (11)	59.3% (5)	40.1% (10)	11.37% (10)
Barrie	Knowledge	Creative	10,135 (8)	58.1% (6)	39.8% (11)	10.85% (11)
Brantford	Knowledge	Creative	5,485 (13)	57.0% (8)	36.3% (12)	8.64% (12)

Metropolitan	Industry	Occupation	Observations	Industry Share	Occupation Share	Metropolitan Employment Share
Guelph	Goods Producing	Creative	4,820 (3)	19.3% (3)	20.9% (4)	6.91% (1)
Barrie	Goods Producing	Creative	6,040 (1)	19.3% (2)	23.7% (2)	6.47% (2)
Brantford	Goods Producing	Creative	4,000 (5)	16.2% (7)	26.5% (1)	6.30% (3)
Battle Creek, MI	Goods Producing	Creative	4,322 (4)	20.2% (1)	23.0% (3)	6.18% (4)
Decatur, AL	Goods Producing	Creative	3,936 (6)	15.5% (10)	19.9% (5)	5.12% (5)
Peterborough	Goods Producing	Creative	2,730 (8)	17.3% (6)	16.7% (6)	4.82% (6)
Victoria, TX	Goods Producing	Creative	5,169 (2)	13.8% (12)	14.3% (7)	3.83% (7)
Thunder Bay	Goods Producing	Creative	2,230 (12)	15.4% (11)	13.3% (8)	3.76% (8)
Kingston	Goods Producing	Creative	2,780 (7)	18.6% (4)	10.7% (10)	3.71% (9)
Sudbury	Goods Producing	Creative	2,625 (9)	15.8% (8)	12.3% (9)	3.48% (10)
Wenatchee, WA	Goods Producing	Creative	2,560 (10)	15.7% (9)	9.3% (11)	2.59% (11)
Bloomington-Normal, IL	Goods Producing	Creative	2,337 (11)	18.2% (5)	6.3% (12)	2.27% (12)

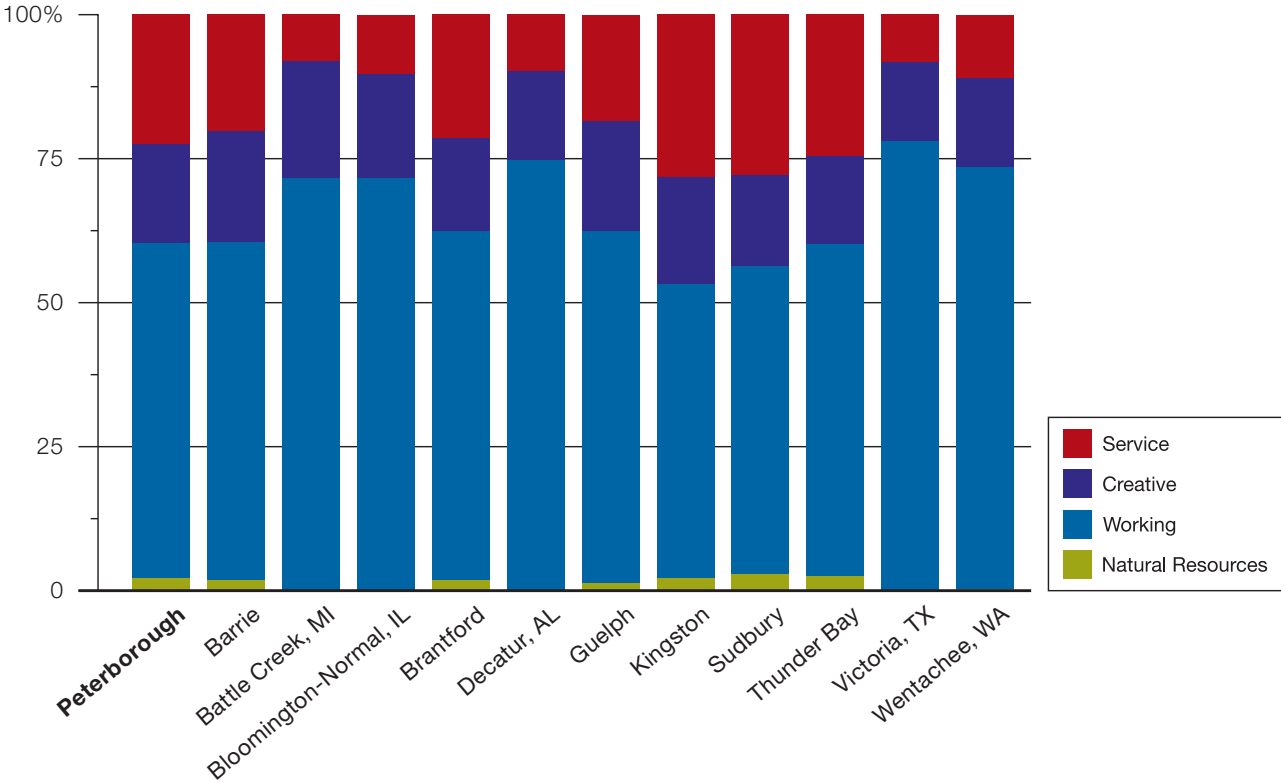
Metropolitan	Industry	Occupation	Observations	Industry Share	Occupation Share	Metropolitan Employment Share
Kingston	Service	Creative	11,570 (1)	28.0% (1)	44.4% (2)	15.44% (1)
Thunder Bay	Service	Creative	7,470 (4)	23.7% (3)	44.5% (1)	12.61% (2)
Sudbury	Service	Creative	8,860 (3)	23.0% (5)	41.4% (3)	11.76% (3)
Peterborough	Service	Creative	6,610 (6)	23.5% (4)	40.5% (4)	11.66% (4)
Barrie	Service	Creative	9,145 (2)	21.0% (6)	35.9% (6)	9.79% (5)
Guelph	Service	Creative	6,740 (5)	25.0% (2)	29.3% (7)	9.67% (6)
Brantford	Service	Creative	5,555 (9)	20.3% (7)	36.7% (5)	8.75% (7)
Bloomington-Normal, IL	Service	Creative	5,900 (8)	14.8% (8)	15.8% (12)	5.73% (8)
Wenatchee, WA	Service	Creative	5,416 (10)	13.6% (9)	19.6% (8)	5.48% (9)
Battle Creek, MI	Service	Creative	3,178 (12)	12.4% (11)	16.9% (11)	4.55% (10)
Victoria, TX	Service	Creative	6,135 (7)	12.5% (10)	17.0% (10)	4.54% (11)
Decatur, AL	Service	Creative	3,470 (11)	11.9% (12)	17.6% (9)	4.51% (12)

### Commodities Industries

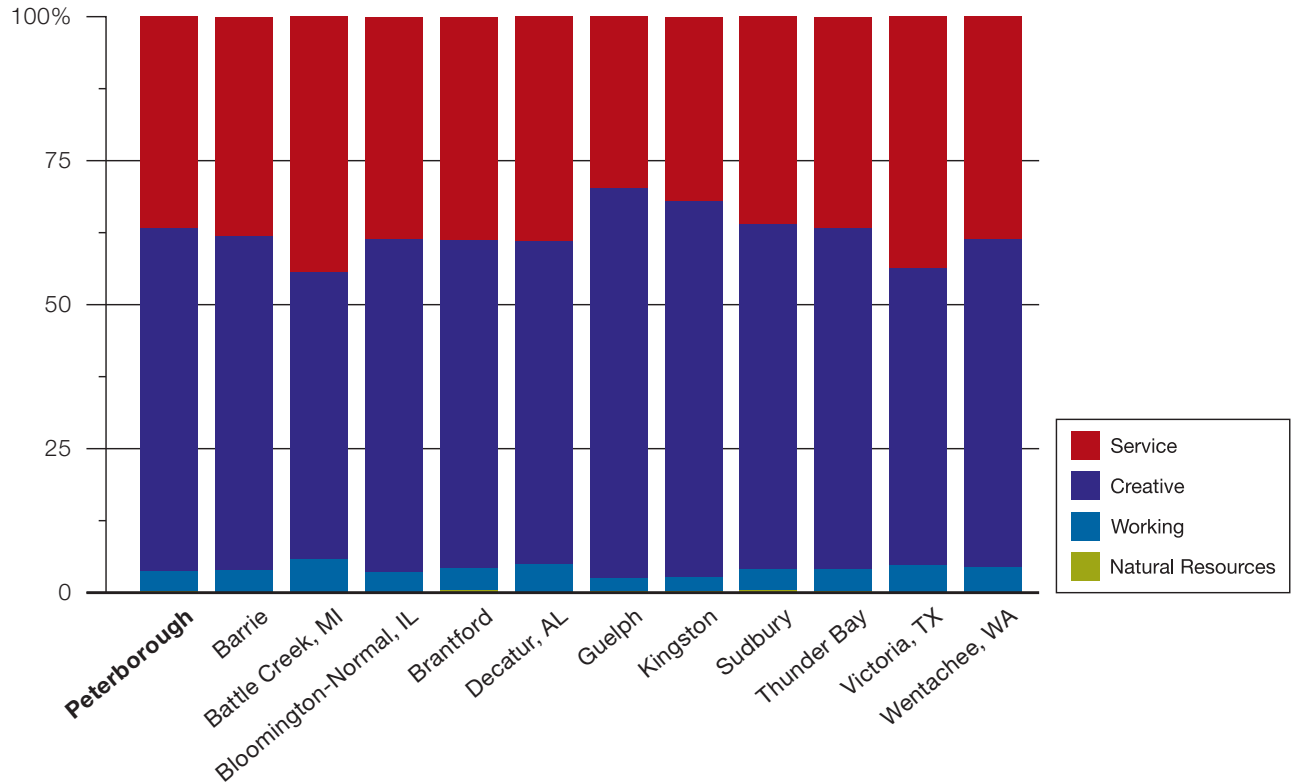




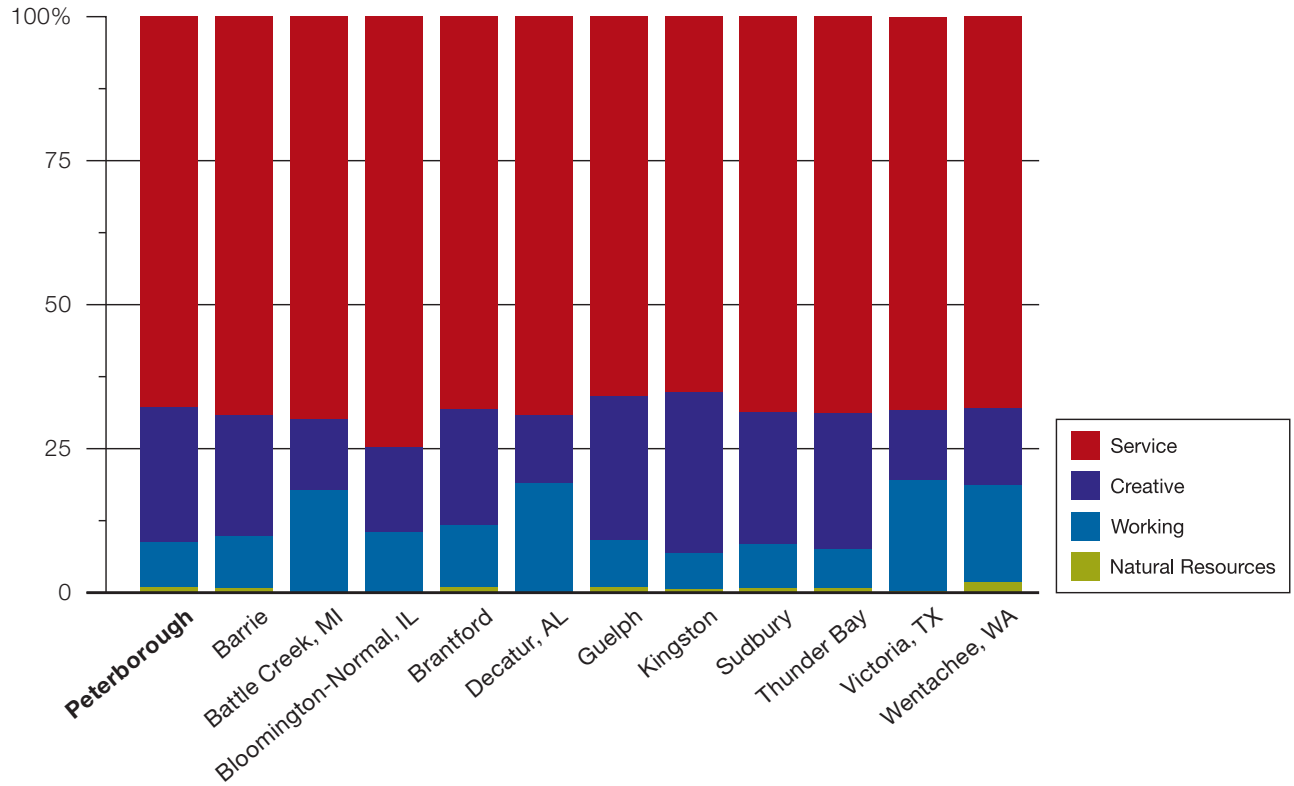
### Goods Producing Industries



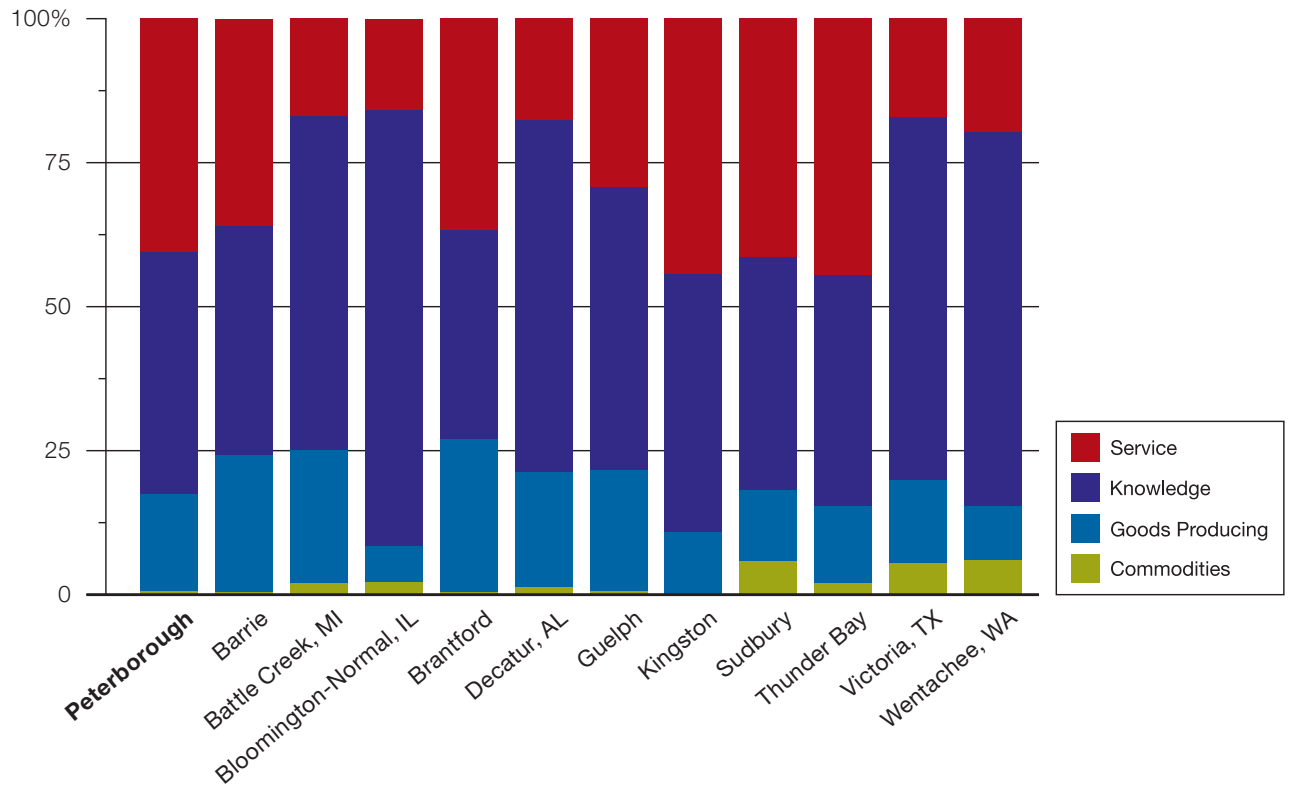
### Knowledge Industries



### Service Industries

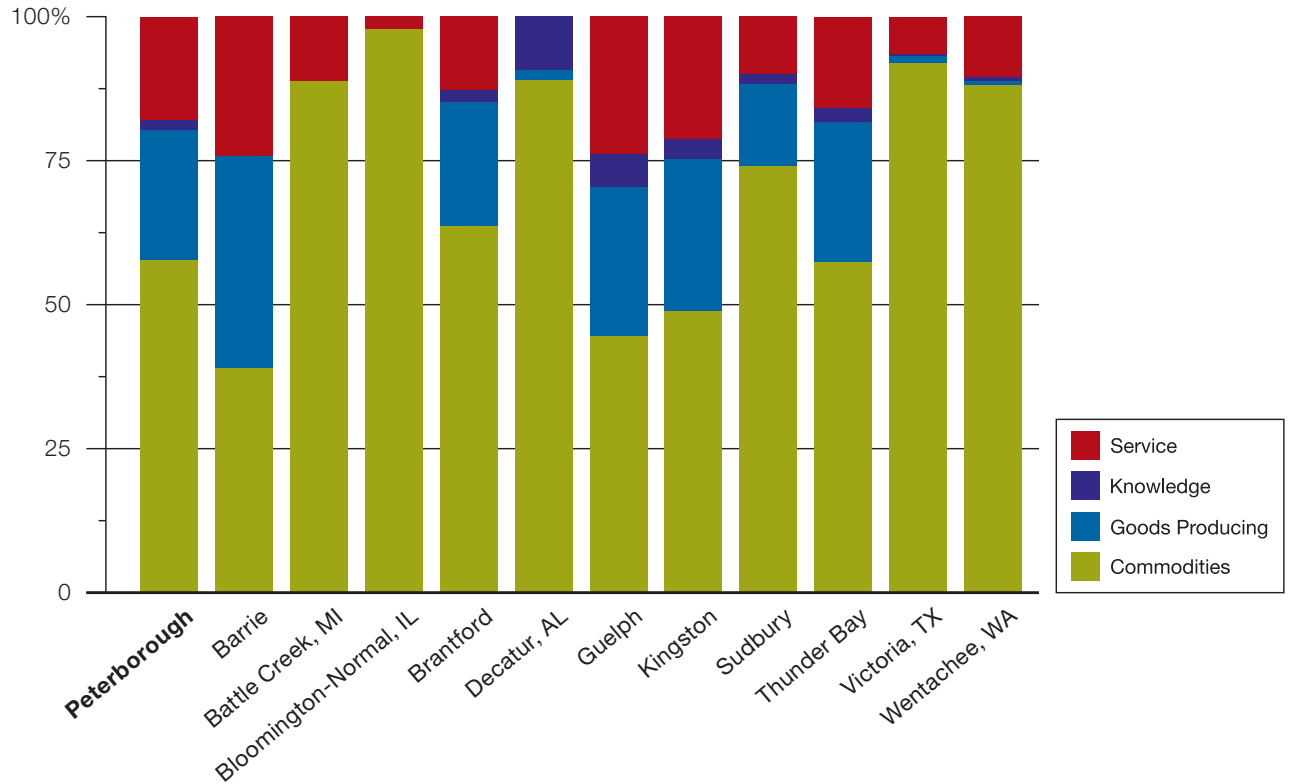


Creative Occupations

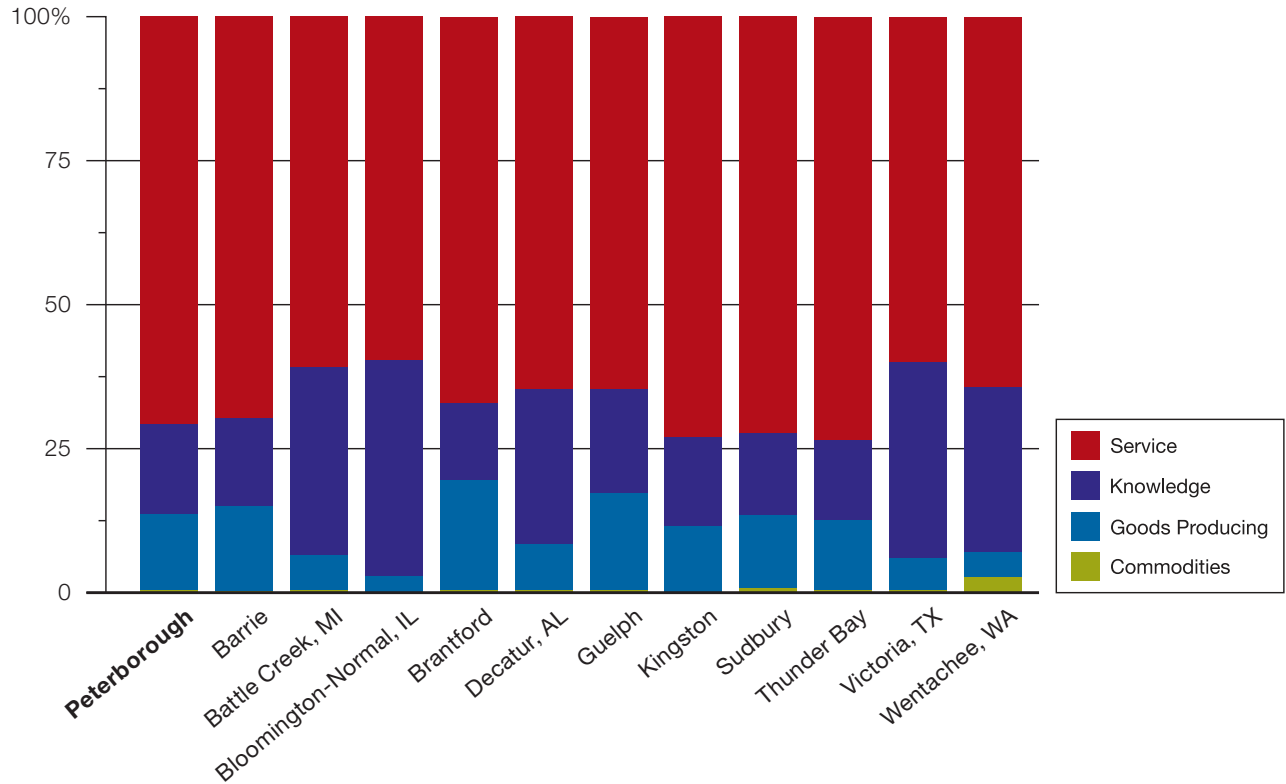




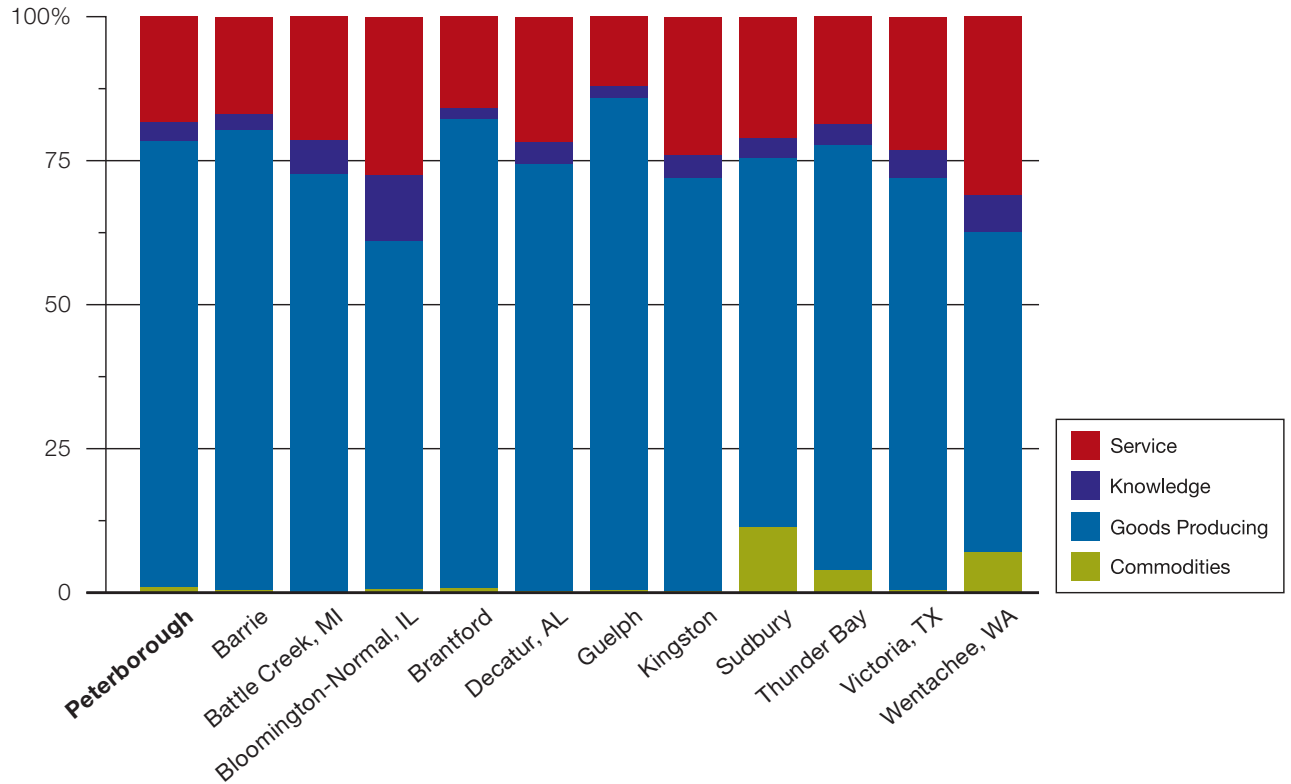
### Natural Resources Occupations

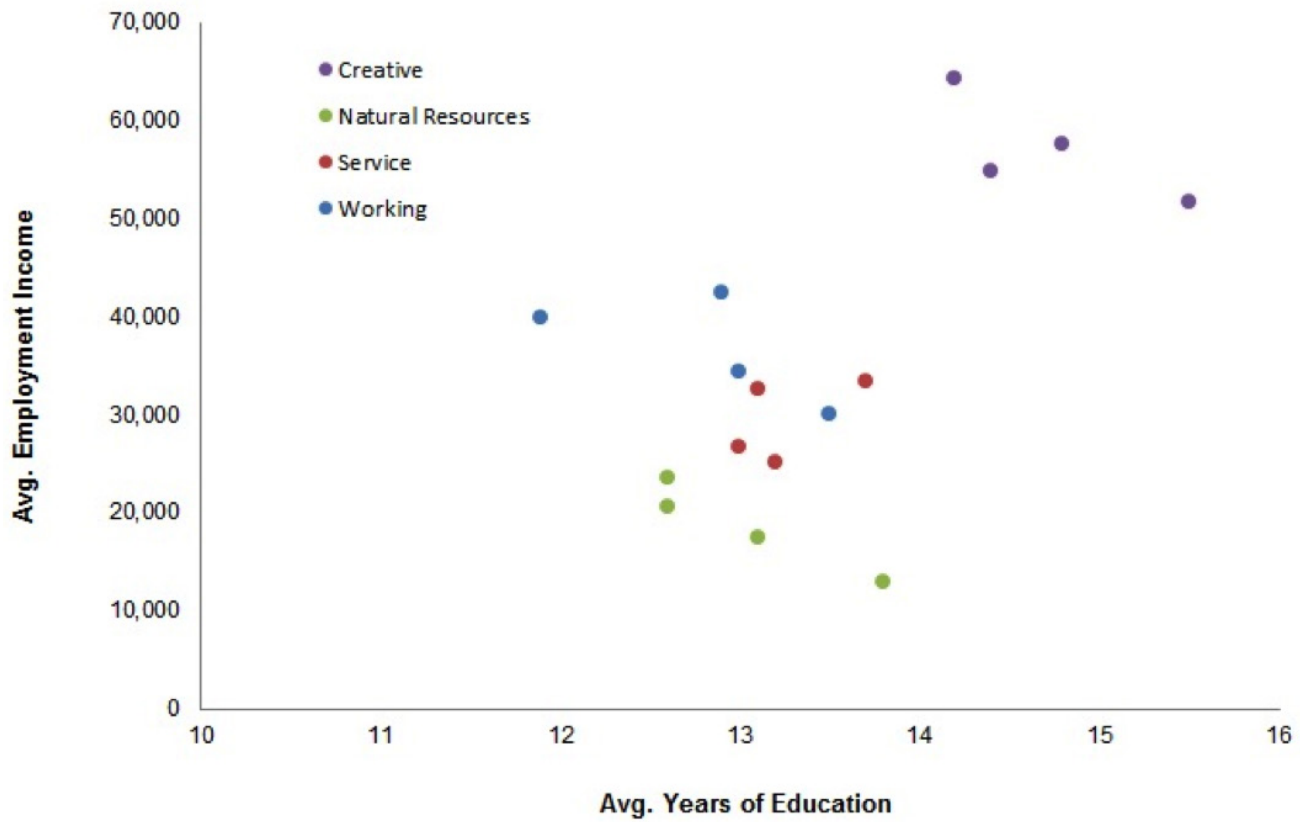


Service Occupations

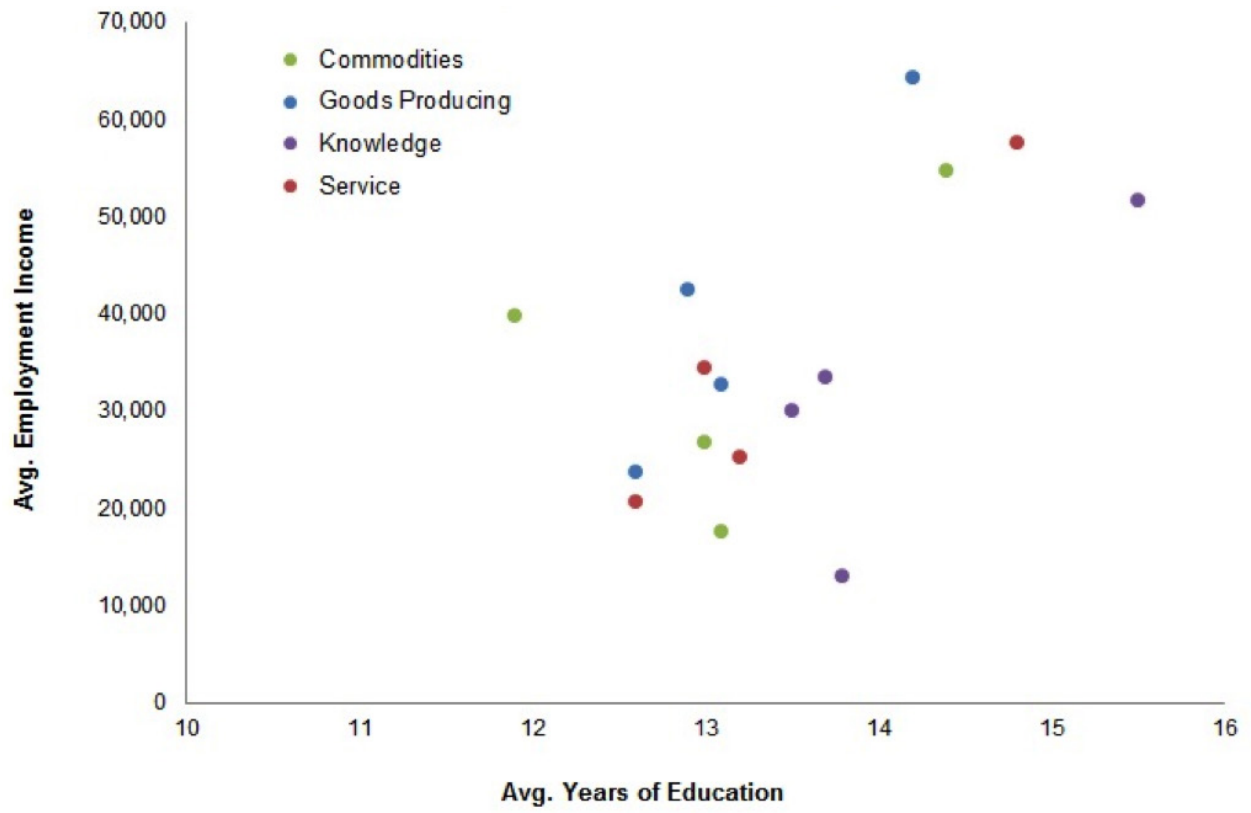


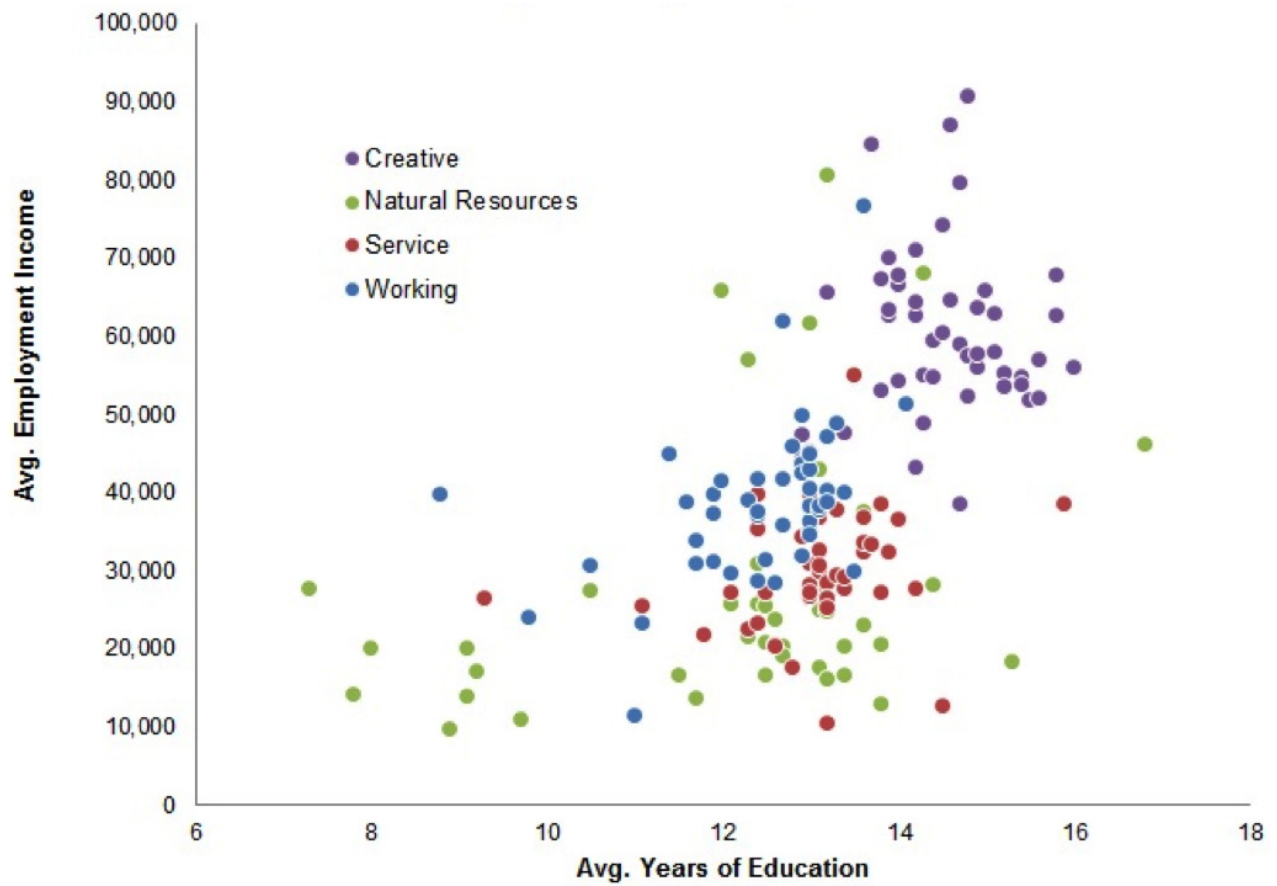
### Working Occupations

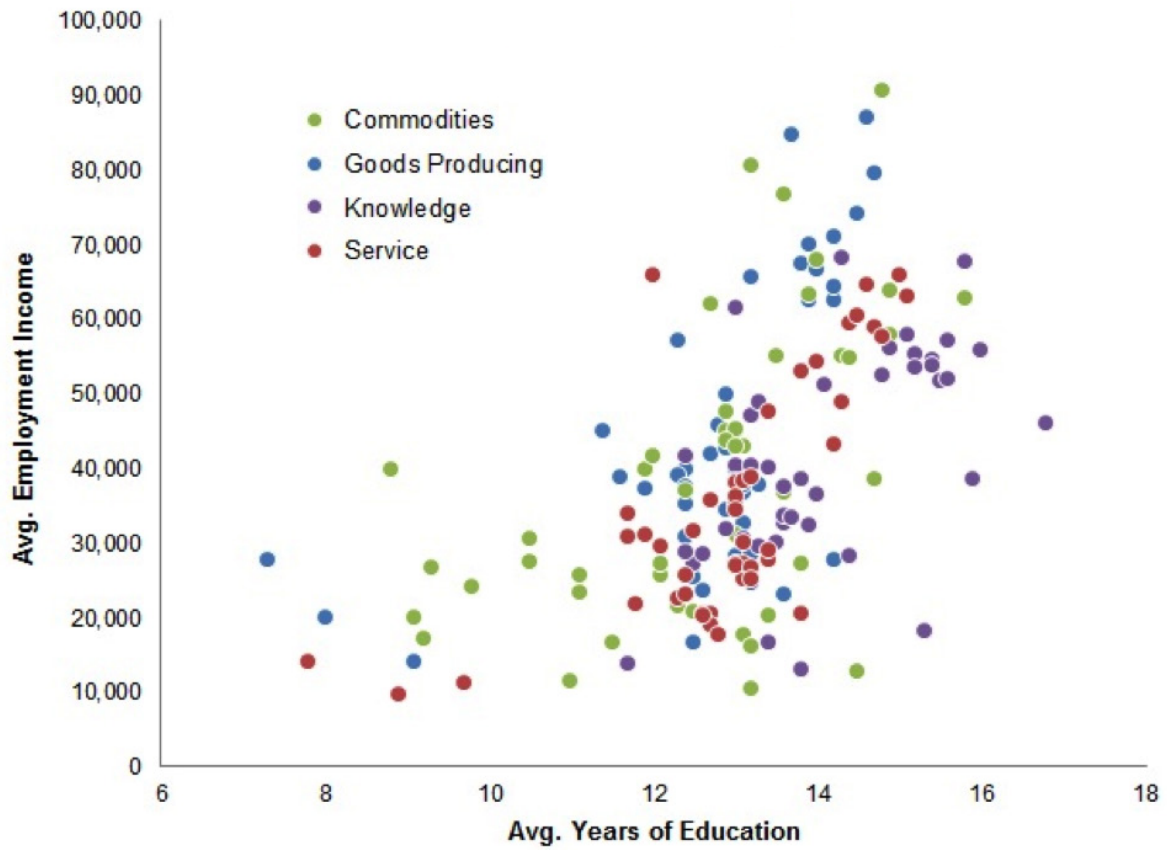












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## ACKNOWLEDGMENTS

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