

SECTION 1 OVERVIEW

COMMUNITY OVERVIEW— SUMMARY OF DEMOGRAPHICS

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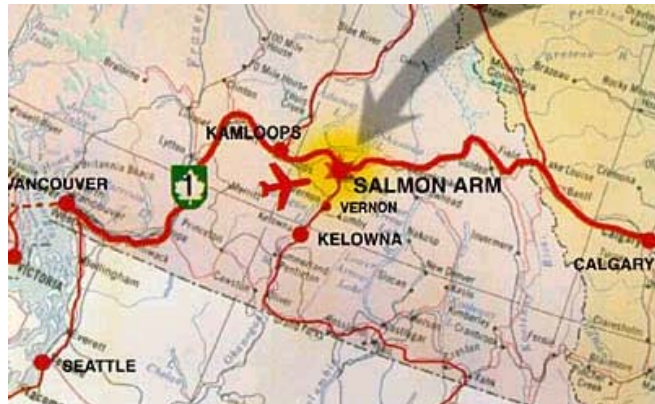
SECTION ONE

Community Overview— Summary of Demographics

Geographic Location

Salmon Arm is located in British Columbia's interior, in the heart of the Thompson-Okanagan region. The city is midway between Alberta and B.C.'s larger metropolitan centres, Calgary and Vancouver (approximately 5.5 driving hours to each).

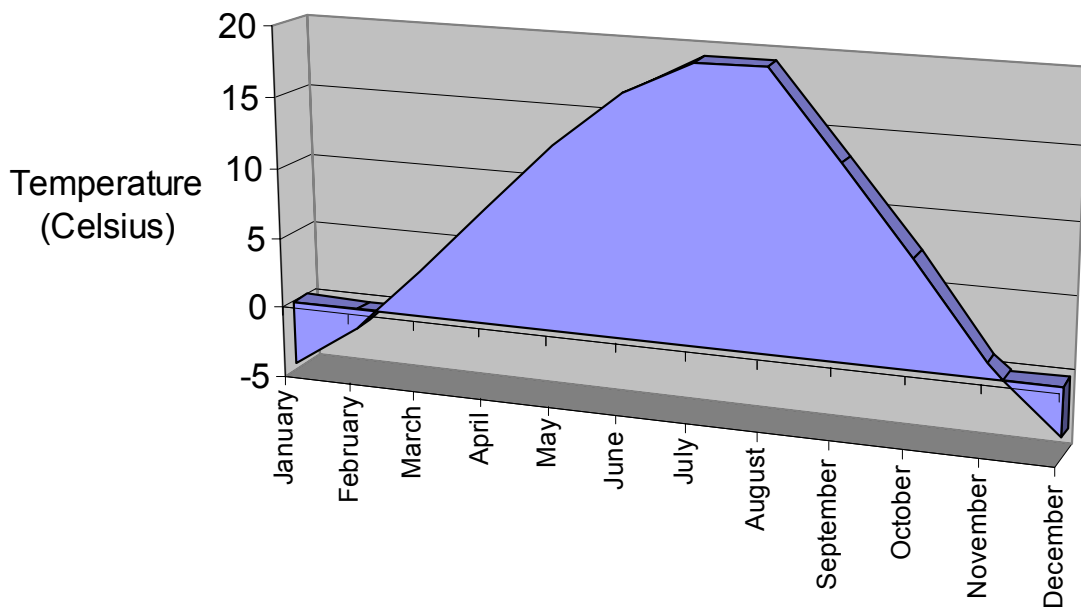
- Latitude 50° 42 North
- Longitude 119°16 West
- Elevation 350 meters



Climate

The Shuswap has a mild, yet distinct four-season climate. Calm winds and plentiful hours of sunshine are key factors contributing to the region's excellent weather. Average temperatures range between a mild -4.6°C and a comfortable 19.3°C . The summer months present warm temperatures around 27°C , which is a perfect match for Salmon Arm's easy lake access.

Average Temperature



The following table provides a detailed break down of average climate activity for Salmon Arm.

Salmon Arm Temperatures									
Month	Daily Average	Daily Maximum	Daily Minimum	Extr Max Temp	Extr Min Temp	Total Rain	Total Snow	Total Precip	Extr Snow Depth
	°C	°C	°C	°C	°C	mm	cm	mm	cm
January	-4.6	-1.5	-7.7	12.8	-36.7	11.2	45.1	56.3	87
February	-1.4	2.4	-5.1	14.4	-28.9	20.1	29.2	49.3	68
March	3.2	8.4	-2	18.9	-28.9	30.3	7.1	37.3	60
April	8.1	14.8	1.4	30.6	-8.3	26	1	27	3
May	13	20	5.9	36	-7.8	39.1	0	39.1	0
June	16.8	23.9	9.6	36.1	0	44.7	0	44.7	0
July	19.3	27.3	11.3	40	1.1	46.2	0	46.2	0
August	19.3	27.3	11.2	37.8	1.7	32.6	0	32.6	0
September	13.4	20	6.8	36.7	-4	41.5	0	41.5	0
October	7.5	12.7	2.3	27	-16	42.3	2	42.3	4
November	1	4	-2.1	21.1	-28.5	63.1	25.7	63.1	54
December	-3.5	-0.6	-6.4	13.3	-35.6	20.7	51	71.7	72
Sum						390.1	161	551.1	
Average	7.7	13.2	2.1						
Extreme				40	-36.7				87
Source: Environment Canada; www.climate.weatheroffice.ec.gc.ca, 2004 data (latest available)									

The Shuswap offers light westerly winds and plenty of sunshine hours.

Additional Climate Information	
Average Number of Sunshine Hours/ Year	1900 Hours
Frost Free Days/ Year	149
Wind: Prevailing Direction	Westerly
Wind: Average Speed	19km/ hour
Source: City of Salmon Arm, www.salmonarm.ca ; Invest BC, Economic Profile.	

Community Ratings

Here are just a few things people are saying about Salmon Arm...

Salmon Arm is honored to be chosen one of 20 great places to live in Canada
(May 2004 issue of 50 Plus Magazine)



"Salmon Arm is the best of both worlds...the vacation place where people come to visit and want to stay for life" —The

Shuswap Visitors Guide June 2002. (Published by the Lakeshore News)

Source: Salmon Arm Chamber of Commerce,
www.sachamber.bc.ca

When in Salmon Arm, don't miss the wonderful and relaxing shopping experience...where many treasures are found" —The Country Register Vol 7, No 3 June/July 2002.

"Salmon Arm is situated on the side of Shuswap Lake and provides the community with a beautiful outlook, and strolling through the downtown area reveals a wealth of stores and services."

—101 Things to Do in the Shuswap. Summer 2002. Produced by the Salmon Arm Observer.



Salmon Arm is a great place to raise a family and the beauty can be overwhelming at times" —Pique Magazine, 2001

"The Tourism Opportunity Strategy identifies areas of opportunity to unlock Salmon Arm's tourism potential, matching the physical aspects of the resource area within the Columbia Shuswap" —Okanagan Shuswap Business Journal Vol 1. Issue 7. May 2002.



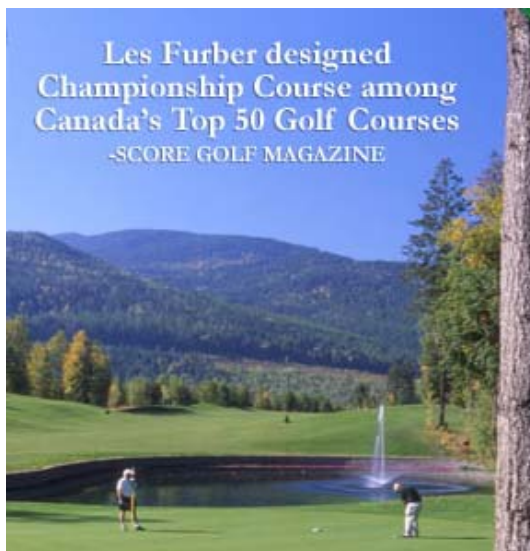
"Shuswap has it all" —Okanagan Life Annual Valley Guide 2001

"Salmon Arm has the perfect combination of amenities and pride" —Places to Retire,

"There truly is everthing here - great cycling opportunities, great beaches, and beautiful sunsets - the whole nine yards. Everyone loves it here.....no one wants to leave - you really can ski in the morning and play golf in the afternoon" —
50 Plus Magazine May 2004
Summer 2000



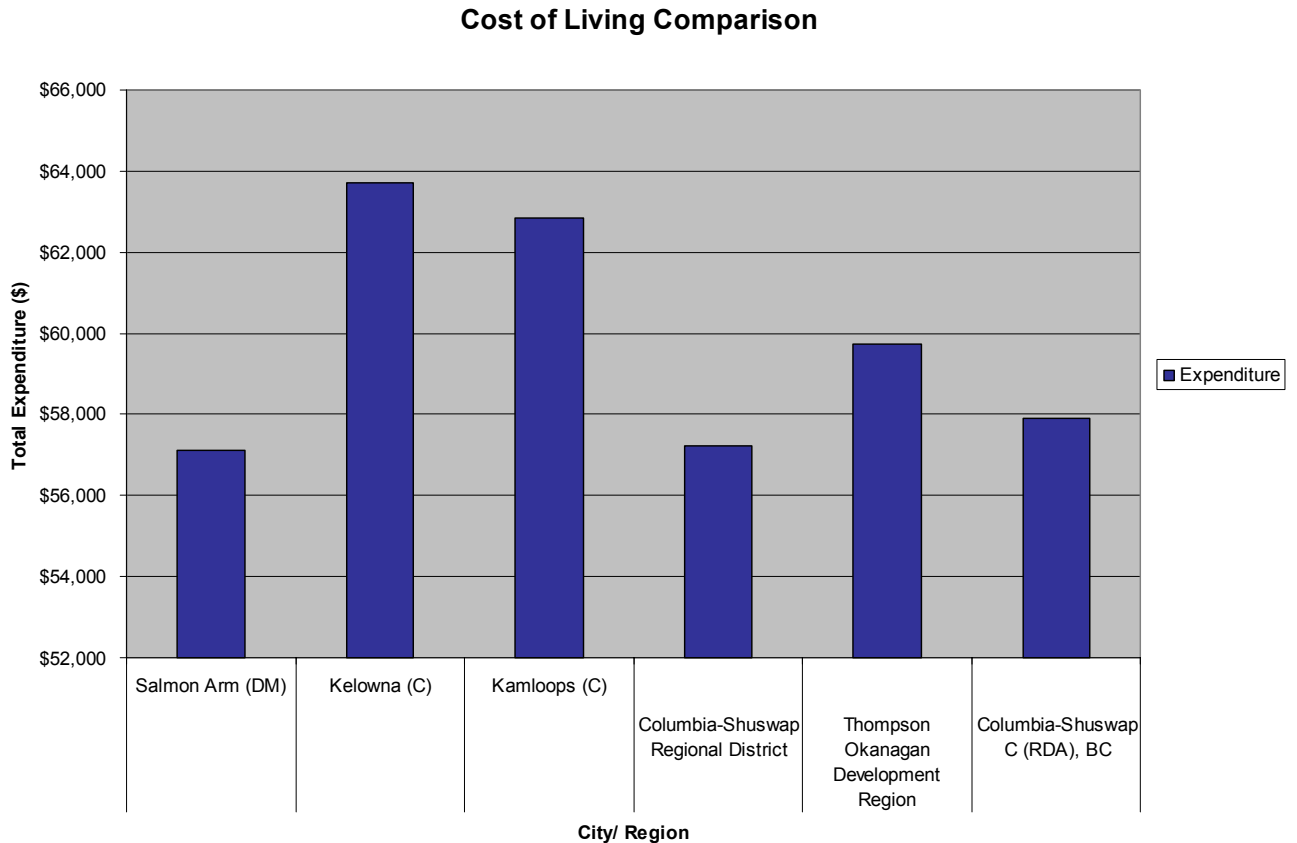
"Salmon Arm Golf Course is rated one of the five most underrated golf courses in Canada." —Royal Canadian Golf Magazine July 2001



"The Salmon Arm Golf Course is the top rated course in BC among readers of Pacific Golf magazine" —Salmon Arm Observer, June 2004

Cost of Living

The overall cost of living in Salmon Arm is notably lower than other nearby cities. In comparison to close, larger cities such as Kelowna and Kamloops, Salmon Arm represents a more affordable city, as it is approximately \$5000 lower than the average total expenditure for Kelowna and Kamloops.

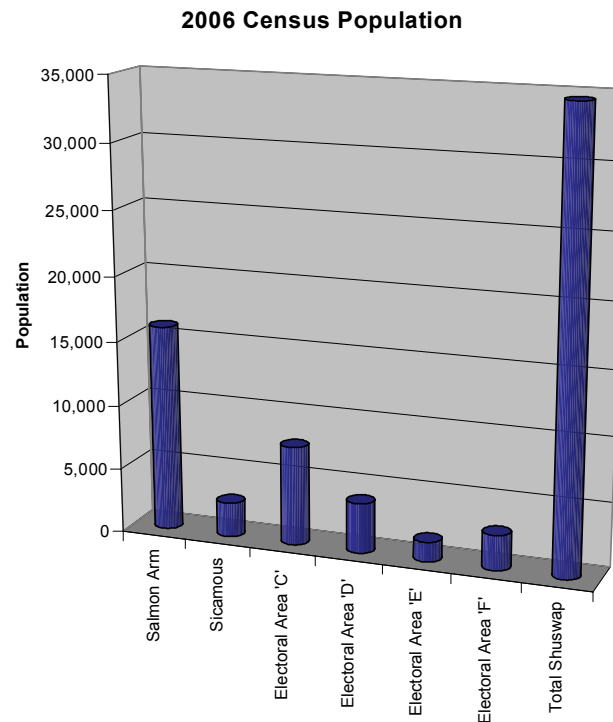


Source: Canada/ B.C. Business Service Centre, emailed Mark Eversfield, Mark.Eversfield@canadabusiness.ca for Data, November 2007.

Consumer Spending Summary by Region												
	Salmon Arm (DM)		Kelowna (C)		Kamloops (C)		Columbia-Shuswap Regional District		Thompson Okanagan Development Region		Columbia-Shuswap C (RDA), BC	
Expenditure per Household												
Total expenditure	\$57,122		\$63,701		\$62,848		\$57,216		\$59,727		\$57,917	
Total current consumption	\$42,578	75%	\$46,189	73%	\$45,551	72%	\$43,076	76%	\$43,960	74%	\$44,329	77%
Food	\$6,609	12%	\$6,967	11%	\$6,924	11%	\$6,642	12%	\$6,732	11%	\$6,771	12%
Shelter	\$11,923	21%	\$12,995	20%	\$12,468	20%	\$11,843	21%	\$12,134	20%	\$12,031	21%
Household operation	\$2,835	5%	\$3,025	5%	\$2,981	5%	\$2,929	5%	\$2,917	5%	\$3,070	5%
Household furnishings/equipment	\$1,687	3%	\$1,799	3%	\$1,839	3%	\$1,753	3%	\$1,755	3%	\$1,888	3%
Clothing	\$2,111	4%	\$2,488	4%	\$2,469	4%	\$2,070	4%	\$2,273	4%	\$2,029	4%
Transportation	\$7,728	14%	\$8,421	13%	\$8,321	13%	\$7,894	14%	\$8,093	14%	\$8,199	14%
Health care	\$1,712	3%	\$1,656	3%	\$1,621	3%	\$1,786	3%	\$1,677	3%	\$1,934	3%
Personal care	\$892	2%	\$1,019	2%	\$1,026	2%	\$879	2%	\$941	2%	\$871	2%
Recreation	\$3,470	6%	\$3,768	6%	\$3,907	6%	\$3,589	6%	\$3,638	6%	\$3,759	6%
Reading materials/printed matter	\$271	0%	\$308	0%	\$300	0%	\$286	1%	\$291	0%	\$305	1%
Education	\$693	1%	\$959	2%	\$943	2%	\$538	1%	\$757	1%	\$340	1%
Tobacco products & alcohol	\$1,473	3%	\$1,530	2%	\$1,517	2%	\$1,594	3%	\$1,527	3%	\$1,744	3%
Games of chance	\$281	0%	\$295	0%	\$293	0%	\$317	1%	\$297	0%	\$367	1%
Misc. expenditures	\$893	2%	\$958	2%	\$942	1%	\$955	2%	\$927	2%	\$1,022	2%
Personal taxes	\$10,241	18%	\$12,652	20%	\$12,319	20%	\$9,942	17%	\$11,327	19%	\$9,567	17%
Personal insurance & pension contributions	\$2,857	5%	\$3,292	5%	\$3,456	6%	\$2,763	5%	\$3,023	5%	\$2,615	5%
Gifts of money and contributions	\$1,446	3%	\$1,568	2%	\$1,522	2%	\$1,435	2%	\$1,508	3%	\$1,406	2%
Source: Small Business BC Annual Profile Report. Obtained from Canada/ B.C. Business Service Centre: emailed Mark Eversfield, eversfield.mark@smallbusinessbc.ca for data -- October 2007.												

Population

Many communities surrounding Salmon Arm frequently use the facilities in the City and visit the area, as these are smaller communities. Therefore, an indication of the size of surrounding areas that are within the *Salmon Arm trading area* is provided in the following chart and table.

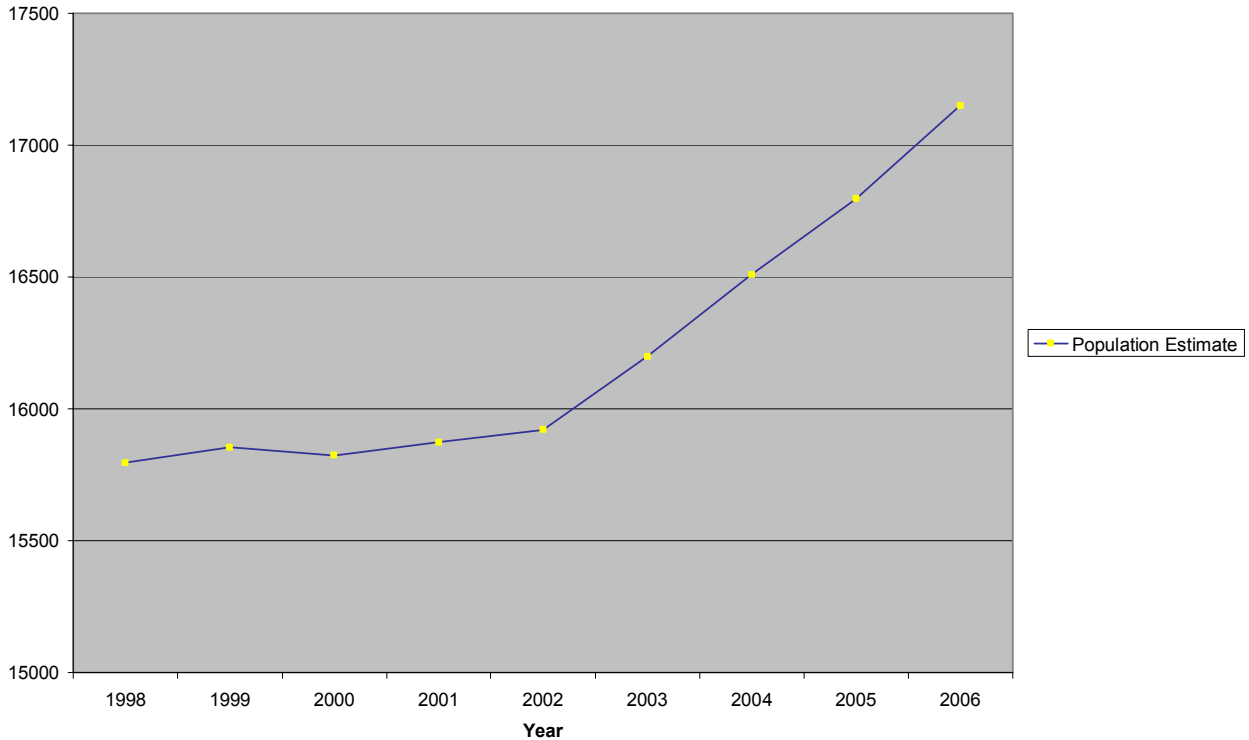


Community Populations (2006 Census)					
City or Area	1996	2001	% change 1996-01	2006	% change 2001-2006
Salmon Arm	14,664	15,210	3.7%	16,012	5.3%
Sicamous	2,827	2,720	-3.8%	2,676	-1.6%
Electoral Area 'C' (Sorrento, White Lake, Blind Bay, Eagle Bay, Tappen, Wild Rose Bay)	6,280	6,762	7.7%	7,695	13.8%
Electoral Area 'D' (Deep Creek, Silver Creek, Falkland)	3,995	3,904	-2.3%	3,899	-0.1%
Electoral Area 'E' (Canoe, Mara, Malakwa, Three Valley Gap)	1,500	1,491	-0.6%	1,528	2.5%
Electoral Area 'F' (Lee Creek, Scotch Creek, Celista, Anglemount, Seymour Arm)	2,415	2,126	-12.0%	2,731	28.5%
Total Shuswap	31,681	32,213	1.7%	34,541	7.2%

Source: BC Stats 2006 Census Community Facts accessed via www.bcstats.gov.bc.ca

The City of Salmon Arm has been experiencing a sharp increase in growth since 2002. Current estimates indicate the population of Salmon Arm is approximately 17,000.

Salmon Arm Population Estimates



Salmon Arm Population Estimates									
Year	1998	1999	2000	2001	2002	2003	2004	2005	2006
Population	15796	15854	15824	15873	15921	16199	16510	16798	17150
Source: Bc Stats: BC Municipal Population Estimates 1996-2005. Retrieved from website www.bcstats.gov.bc.ca May 2007.									

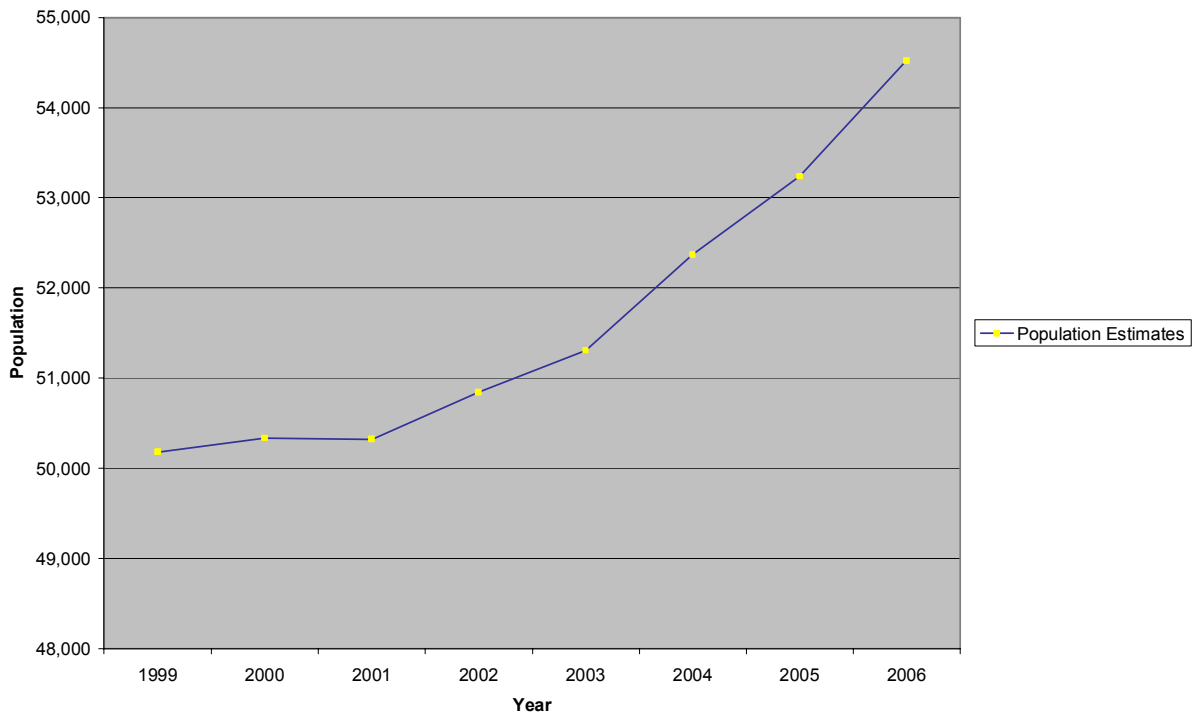
“Salmon Arm's population was just over 16-thousand according to last year’s census, growing 5.3 percent since the last census in 2001, the same rate as the province which now has a population of just over 4.1 million” (Bob Crouse, EZ Rock Radio).

“The average age of Salmon Arm’s female population is 47.5 and the average male age is 44.5 with 84.3 percent of the total population ages 15 and over. There are 555 people 85 years and over with women outnumbering men 2 to 1 in that age group” (Bob Crouse, EZ Rock Radio).

The CSRD is the Columbia Shuswap Regional District and includes the Shuswap, Golden, & Revelstoke. The Shuswap consists of Salmon Arm, Sicamous, and Subdivision C (a federal designation that for statistical purposes encompasses the CSRD Electoral Areas 'C' through 'F').

The CSRD follows a similar pattern in terms of population growth as that of Salmon Arm, with increases in population numbers from 2002 to 2006.

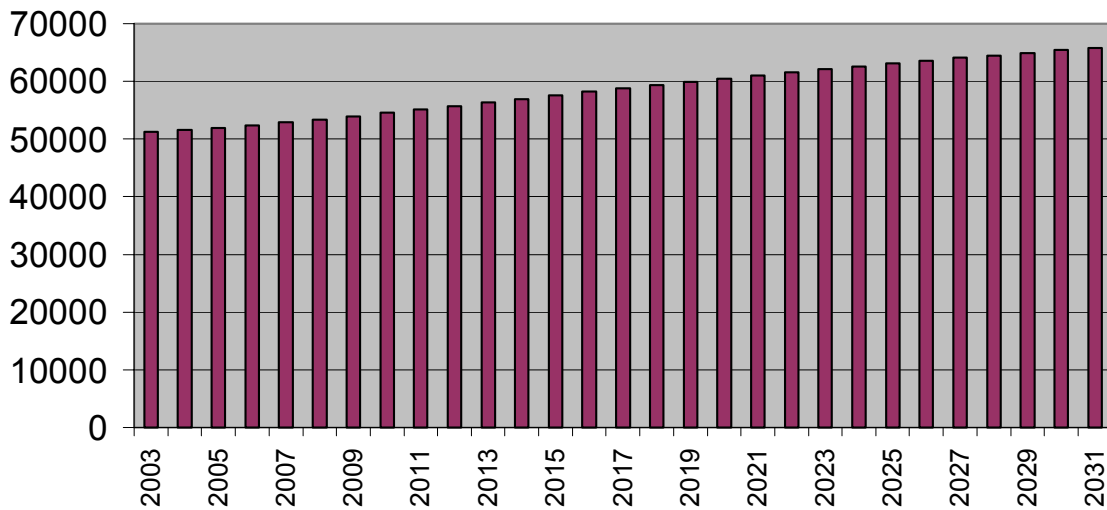
CSRD Population Estimates



CSRD Population								
Year	1999	2000	2001	2002	2003	2004	2005	2006
Population	50,179	50,333	50,321	50,843	51,306	52,367	53,238	54,520
Source: BC Stats Population Estimates by Regional District. Retrieved May 2007, www.bcstats.gov.bc.ca								

The Columbia-Shuswap Regional District is projected to have steady growth as evidenced by the population projections below. (These projections include the areas of Golden and Revelstoke, which are part of the CSRD). With an accelerating growth rate, the Shuswap provides a place that is comfortable to live without being crowded, yet assures there is a growing market for investment and business.

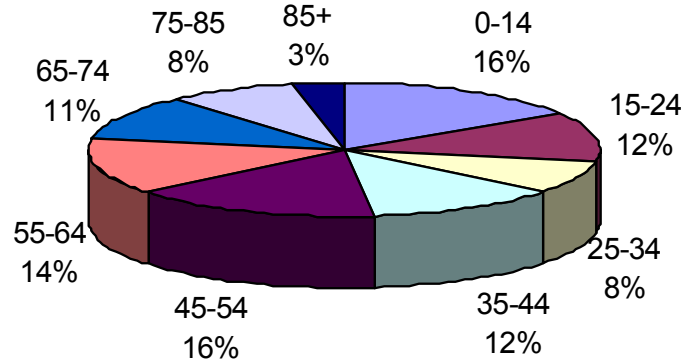
CSRD Population Projections 2003 - 2031



Source: BC Stats Population Estimates by Regional District. Retrieved July 2006, www.bcstats.gov.bc.ca

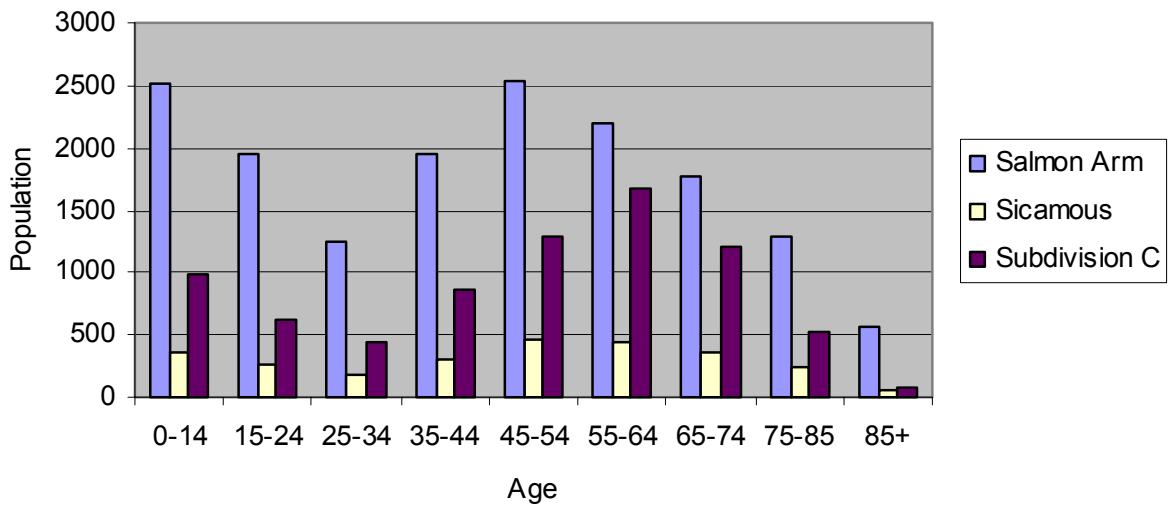
Age Distribution

Salmon Arm's Population by Age



Source: Statistics Canada 2006 Census, www.statcan.ca

Age Distribution by Area



Source: Statistics Canada 2006 Census, www.statcan.ca

Migration

The Shuswap is a desirable place to live within British Columbia. The following graph indicates the migration trends to BC (interprovincial) and within BC (intraprovincial).

CSRD Migration Totals													
	International						Interprovincial			Intraprovincial			Total Net Migration
	In	Out	Net NPR(1)	Ret. Emig (2)	Net T.A. (3,4)	Net	In	Out	Net	In	Out	Net	
1998-99	22	44	4	17	31	-32	752	960	-208	2224	1904	320	80
1999-00	58	47	4	6	31	-10	748	1054	-306	2181	2169	12	-304
2000-01	25	26	91	12	18	84	692	997	-305	2091	2168	-77	-298
2001-02	15	71	20	30	52	-58	933	1031	-98	2284	2113	171	15
2002-03	48	36	16	28	31	25	1003	935	68	2277	2136	141	234
2003-04	51	15	7	15	13	45	953	797	156	2097	2163	-66	135
2004-05	67	34	13	18	29	35	1073	889	184	2392	2152	240	459
2005-06	72	34	10	18	29	37	1102	1003	99	2392	2152	240	376

Source: Population section; BC stats Regional District Migration Components, accessed via www.bcstats.gov.bc.ca May, 2007.

Footnotes:

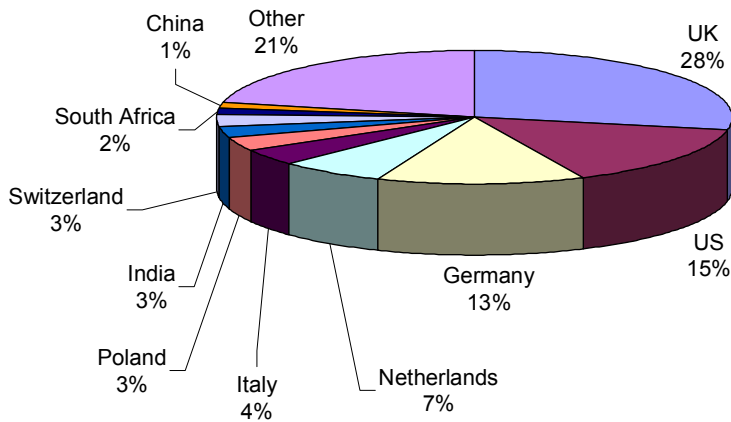
1. Net NPR is the net change in non-permanent residents, which include persons residing temporarily in Canada who hold a student, work, or minister's permit, or who are refugee claimants.
2. Returning Emigrants are Canadians who emigrated from Canada in the past, and who are returning with the intention of once again becoming permanent residents.
3. Net T.A. is the net change in persons who are temporarily abroad; that is, residents who have temporarily moved to another country, but have the intention of returning to live in Canada.
4. No estimates of net Temporarily Abroad are available prior to 1996/97.

Note: Interprovincial and intraprovincial migration estimates are based on information contained in the Revenue Canada income tax file

Racial & Ethnic Composition

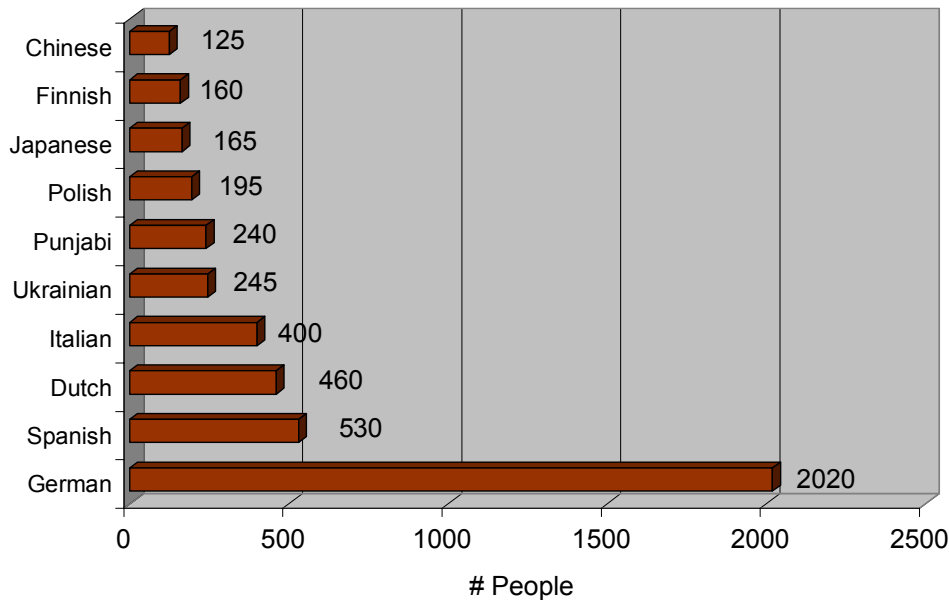
The largest number of immigrants to the CSRD come from the United Kingdom, Germany and the United States. The most common non-official language spoken is German.

CSRD Immigrants by Country of Birth



Source: Statistics Canada 2001 Census: CSRD Community Profile.

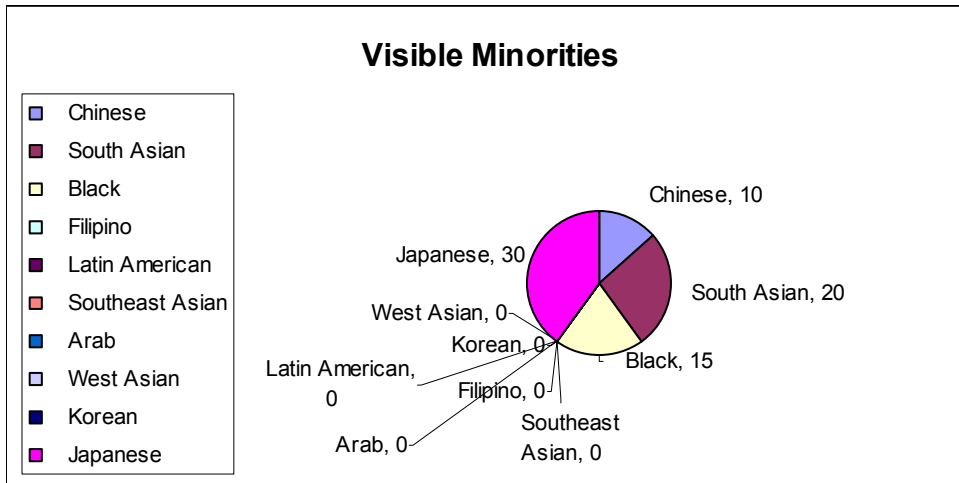
Non-Official Languages Spoken



Source: Statistics Canada 2001 Census: CSRD Community Profile.

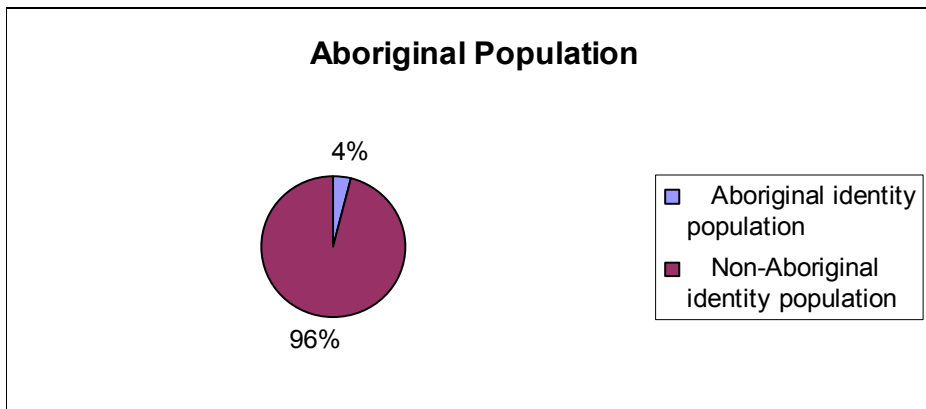
1% of the CSRD population is considered to be visible minorities.

Visible Minorities -- CSRD	
Total population	7690
Total visible minority populations	75
Chinese	10
South Asian	20
Black	15
Filipino	0
Latin American	0
Southeast Asian	0
Arab	0
West Asian	0
Korean	0
Japanese	30
Not a visible minority	7615
Visible Minority Percentage of population	1%



Source: Statistics Canada 2006 Census: CSRD Community Profile, www.statcan.ca .

4% of the Shuswap's population is aboriginal.

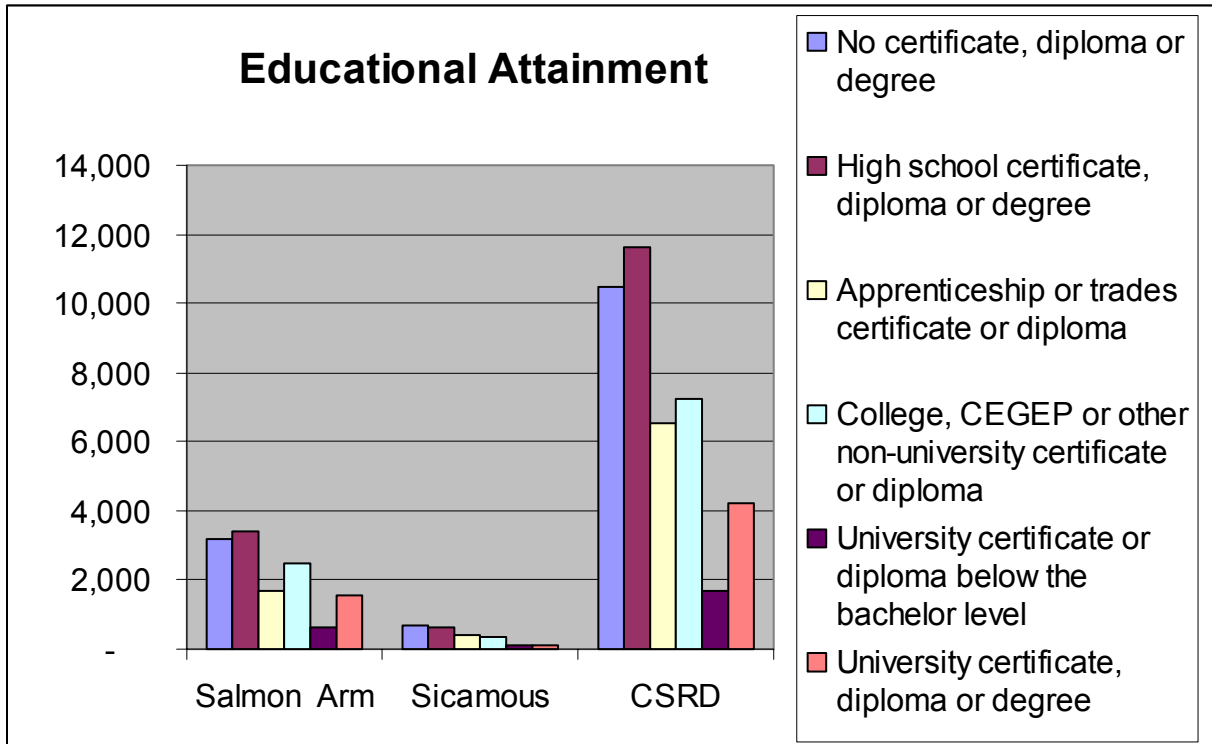


Source: Statistics Canada 2006 Census: CSRD Community Profile, www.statcan.ca

Ethnicity in the CSRD				
Ethnicity	Single Origins	%	Multiple Origins	%
Total Origins	21960	100.00%	25860	100.00%
Canadian	6680	30.42%	8630	33.37%
English	3870	17.62%	13045	50.44%
German	2180	9.93%	6430	24.86%
Scottish	1355	6.17%	9965	38.53%
Dutch	915	4.17%	1735	6.71%
Irish	800	3.64%	7580	29.31%
Ukrainian	650	2.96%	2540	9.82%
French	610	2.78%	4645	17.96%
NA Indian	610	2.78%	1470	5.68%
Italian	545	2.48%	1270	4.91%
Polish	375	1.71%	1350	5.22%
Norwegian	345	1.57%	1720	6.65%
Swedish	255	1.16%	1760	6.81%
Russian	240	1.09%	970	3.75%
East Indian	215	0.98%	125	0.48%
Finnish	205	0.93%	595	2.30%
Danish	200	0.91%	725	2.80%
Metis	195	0.89%	870	3.36%
Hungarian	165	0.75%	415	1.60%
Chinese	140	0.64%	60	0.23%
Swiss	135	0.61%	460	1.78%
British nie	125	0.57%	210	0.81%
Japanese	125	0.57%	110	0.43%
American	105	0.48%	1120	4.33%
Austrian	95	0.43%	460	1.78%
Icelandic	65	0.30%	295	1.14%
Welsh	45	0.20%	925	3.58%
Czech	45	0.20%	225	0.87%
Filipino	40	0.18%	30	0.12%
Greek	40	0.18%	35	0.14%
Portuguese	35	0.16%	110	0.43%
Romanian	30	0.14%	285	1.10%
Belgian	30	0.14%	200	0.77%
Spanish	20	0.09%	185	0.72%
Iranian	20	0.09%	15	0.06%
Slovak	20	0.09%	30	0.12%
Jewish	15	0.07%	85	0.33%
Jamaican	15	0.07%	35	0.14%
Lebanese	15	0.07%	45	0.17%
Croatian	15	0.07%	40	0.15%
Acadian	15	0.07%	0	0.00%
Korean	10	0.05%	0	0.00%
Serbian	10	0.05%	10	0.04%

Education Statistics

Due to the prosperous construction and manufacturing sectors found within the Shuswap, many people hold diplomas and certificates in the skilled trades and practical college certificates as indicated by the following graph. A more detailed break down of education by area is provided on the following page.



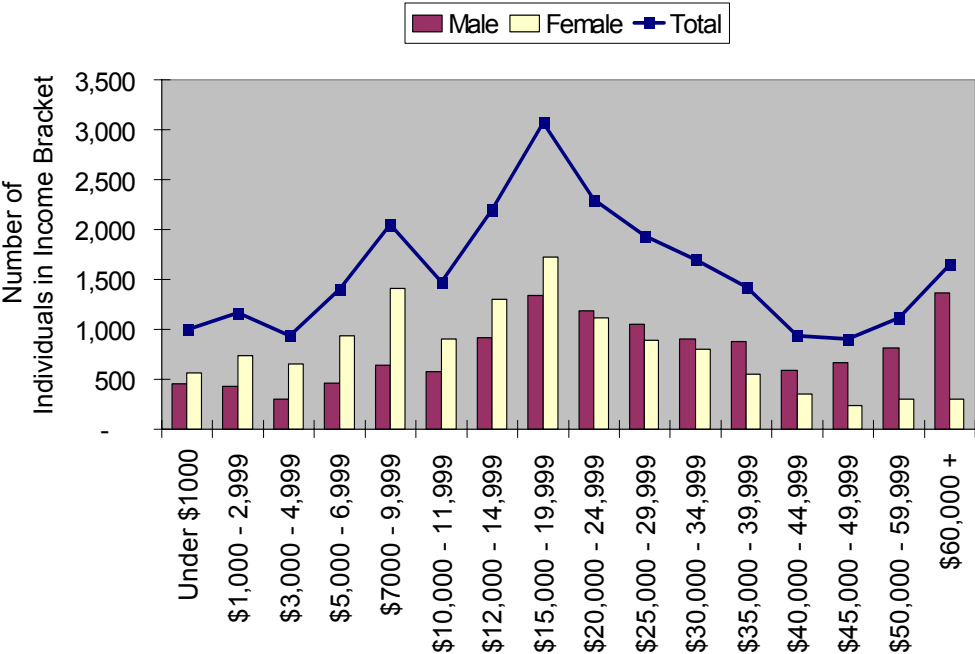
Educational Attainment				
	Salmon Arm	Sicamous	CSRD	British Columbia
Total Population, 15 years & over	13,035	2,310	41,745	3,394,910
No certificate, diploma or degree	3,200	690	10,485	675,345
High school certificate, diploma or degree	3,405	620	11,640	946,645
Apprenticeship or trades certificate or diploma	1,700	410	6,520	368,355
College, CEGEP or other non-university certificate or diploma	2,515	350	7,215	565,900
University certificate or diploma below the bachelor level	620	100	1,665	184,395
University certificate, diploma or degree	1,590	130	4,220	654,265
Total Population Aged 15-24	1,950	215	5,650	538,010
No certificate, diploma or degree	905	110	2,575	200,900
High school certificate, diploma or degree	740	75	2,235	222,060
Apprenticeship or trades certificate or diploma	65	-	180	20,750
College, CEGEP or other non-university certificate or diploma	160	25	380	43,660
University certificate or diploma below the bachelor level	40	-	115	16,285
University certificate, diploma or degree	50	10	165	34,355
Total Population Aged 25-34	1,235	230	4,450	497,715
No certificate, diploma or degree	180	30	615	46,860
High school certificate, diploma or degree	315	55	1,495	130,165
Apprenticeship or trades certificate or diploma	95	30	495	46,040
College, CEGEP or other non-university certificate or diploma	275	65	985	99,325
University certificate or diploma below the bachelor level	65	20	145	30,820
University certificate, diploma or degree	300	25	720	144,505
Total Population Aged 35-64	6,655	1,235	22,765	1,786,750
No certificate, diploma or degree	920	305	4,055	235,340
High school certificate, diploma or degree	1,720	370	6,155	461,105
Apprenticeship or trades certificate or diploma	1,045	240	4,265	227,410
College, CEGEP or other non-university certificate or diploma	1,595	210	4,615	347,685
University certificate or diploma below the bachelor level	360	55	1,045	108,205
University certificate, diploma or degree	1,015	50	2,620	407,010
Source: Statistics Canada Census 2006: www.statcan.ca				

Household Characteristics

Household Characteristics			
Household Characteristics (2006 Census)	Salmon Arm	Sicamous	CSRD
Households containing a couple (married or common-law) with children	1,555	240	4,875
Households containing a couple (married or common-law) without children	2,390	475	8,160
One-person households	1,685	320	5,550
Other household types	900	185	2,590
Family Characteristics			
Total Number of Families	4,775	880	15,225
Number of married-couple families	3,545	595	11,165
Average number of persons in married-couple families	2.8	2.7	2.8
Number of common-law couple families	535	140	2,175
Average number of persons in common-law couple	2.5	2.3	2.6
Number of lone-parent families	695	145	1,880
Number of female lone-parent families	570	95	1,500
Average number of persons in female lone-parent families	2.6	2.3	2.5
Number of male lone-parent families	120	50	380
Average number of persons in male lone-parent families	2.4	2.1	2.3
Source: Statistics Canada 2006 Census (Community Profiles) www.statcan.ca			

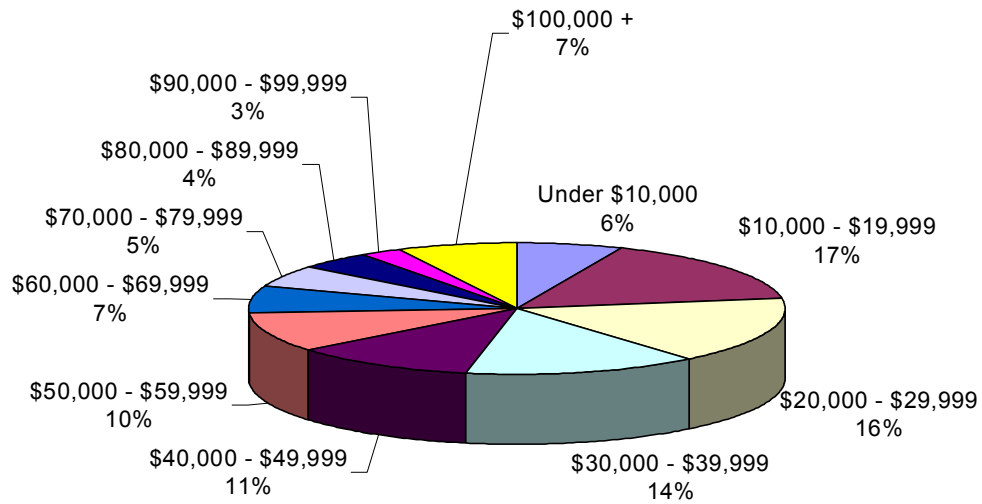
Income & Earning Statistics

Shuswap Income Distribution for Individuals

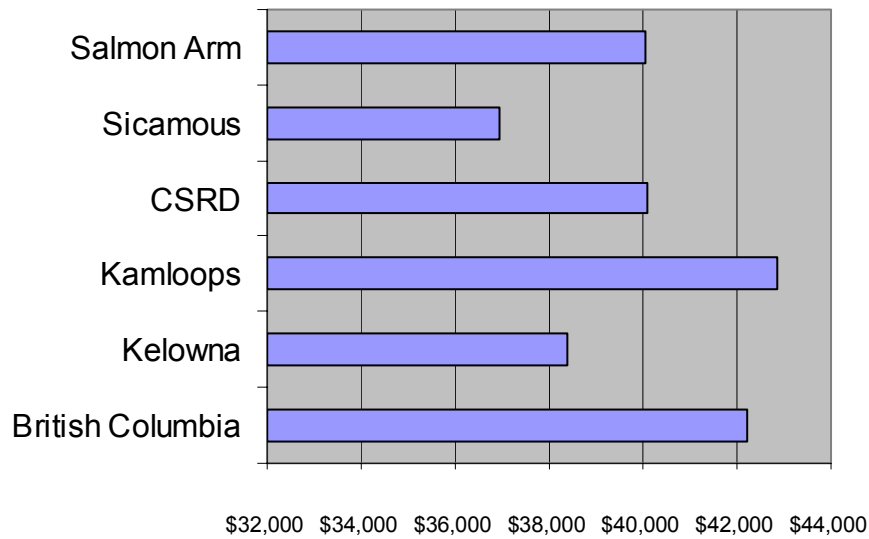


Earnings (2006 Census)									
	Salmon Arm			CSRD			Sicamous		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Earnings in 2005									
Persons 15 years and over with earnings (counts)	4,415	4,350	8,765	15,305	13,165	28,470	810	655	1,465
Median earnings - Persons 15 years & over	\$29,623	\$16,450	\$21,590	\$29,953	\$15,355	\$21,198	\$32,118	\$13,739	\$22,788
Persons 15 years and over with earnings who worked full year, full time (counts)	2,180	1,290	3,470	6,990	4,095	11,080	355	225	575
Median earnings - Persons 15 years and over who worked full year, full time	\$45,627	\$32,099	\$40,052	\$46,997	\$30,817	\$40,066	\$45,296	\$27,839	\$36,923
	Salmon Arm			CSRD			Sicamous		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Income in 2005									
Persons 15 years and over with income (counts)	5,905	6,675	12,580	20,190	19,910	40,095	1,160	1,070	2,230
Median income - Persons 15 years and over	\$30,264	\$17,687	\$22,911	\$31,678	\$17,781	\$22,957	\$31,656	\$18,193	\$22,900
Median income after tax - Persons 15 years and over	\$27,456	\$17,174	\$21,242	\$28,307	\$17,089	\$21,374	\$28,310	\$17,233	\$21,462
*All Persons With Earnings (Counts) refers to total income received by a person 15 years of age and over who received wages and salaries, net income from a non-farm unincorporated business and/or professional practice, and/or net farm self-employment income during calendar year 2000, who reported non-zero earnings.									
**Worked Full Year, Full Time (Counts) refers to persons 15 years of age and over (excluding institutional residents) who worked 49-52 weeks (mostly full time) in 2000 for pay or in self-employment.									
Source: Statistics Canada 2006 Census: www.statcan.ca. Updated June 2008.									

Shuswap Income Distribution by Household



Earnings Comparison -- 2005*



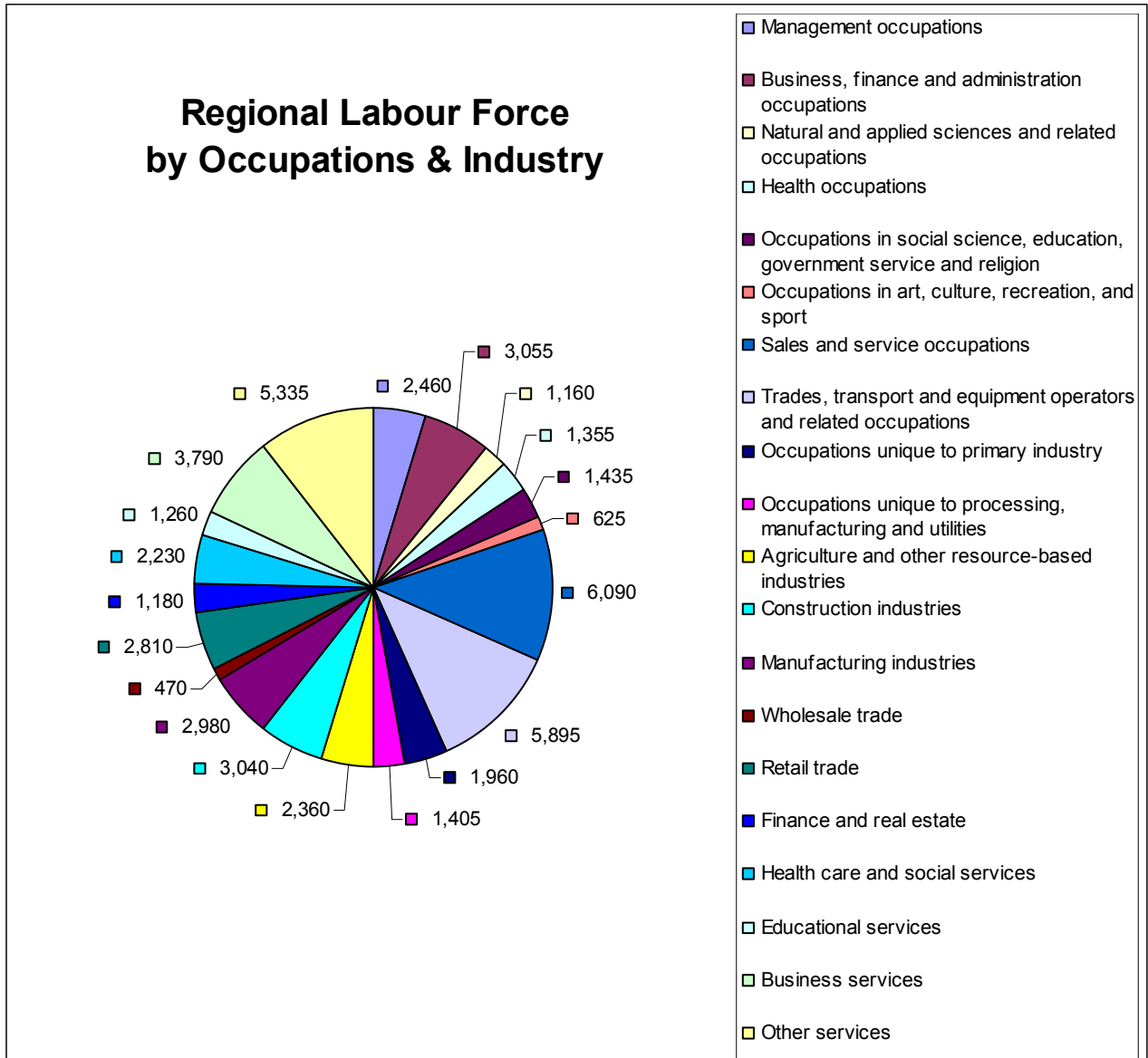
*2005 Median Earnings -- full year, full-time earnings.

Source: www.statcan.ca, 2006 Census Income & Earning Statistics. Updated June 2008.

Household Income by Area -- 2001 Census								
Household Income	Shuswap	%	Salmon Arm	Sicamous	Area C	Area D	Area E	Area F
# households	13,460	100%	6,240	1,210	2,910	1,500	600	1,000
Under \$10,000	860	6%	350	60	155	145	55	95
\$10,000 - \$19,999	2,180	16%	1,120	290	370	235	90	75
\$20,000 - \$29,999	2,195	16%	955	215	460	240	105	220
\$30,000 - \$39,999	1,905	14%	810	145	545	165	55	185
\$40,000 - \$49,999	1,515	11%	675	120	365	180	70	105
\$50,000 - \$59,999	1,295	10%	545	135	275	145	80	115
\$60,000 - \$69,999	900	7%	425	65	200	105	20	85
\$70,000 - \$79,999	740	5%	360	60	140	100	45	35
\$80,000 - \$89,999	570	4%	295	35	155	45	25	15
\$90,000 - \$99,999	345	3%	160	15	80	55	20	15
\$100,000 +	985	7%	555	65	190	75	35	65
Average Household Income \$	44,915		48,450	41,281	47,082	42,899	46,090	43,688
Median Household Income \$			38,956	33,777	38,902	37,753	39,266	35,882
Source: Statistics Canada, 2001 Census Community Profiles								

Labour Statistics

The following chart is included to provide insight as to the vast variety of industries and labour options available in the Shuswap. Although the chart seems fairly widespread, high numbers are found in sectors such as Construction, Manufacturing, Food Services, Health Care, Educational Services and Retail Trade. These numbers reflect the booming construction, manufacturing and tourism industries in the area.



Source: Statistics Canada Census 2006: www.statcan.ca, Community Profiles

The following table provides a detailed comparison of employment by occupations and industry in Salmon Arm and the region.

Labour Force by Occupation and Industry				
	Salmon Arm	%	CSRD	%
OCCUPATION				
Total Labour force (15 and over)	7,845	100%	25,455	100%
Management occupations	755	9.6%	2,460	9.7%
Business, finance and administration occupations	1,150	14.7%	3,055	12%
Natural and applied sciences and related occupations	385	5%	1,160	5%
Health occupations	560	7%	1,355	5%
Occupations in social science, education, government service and religion	630	8%	1,435	6%
Occupations in art, culture, recreation, and sport	200	3%	625	2%
Sales and service occupations	1,965	25%	6,090	24%
Trades, transport and equipment operators and related occupations	1,385	18%	5,895	23%
Occupations unique to primary industry	410	5%	1,960	8%
Occupations unique to processing, manufacturing and utilities	410	5%	1,405	6%
INDUSTRY				
Total Labour force (15 and over)	7,840	100%	25,455	100%
Agriculture and other resource-based industries	585	7.5%	2,360	9%
Construction industries	735	9.4%	3,040	12%
Manufacturing industries	905	11.5%	2,980	12%
Wholesale trade	175	2.2%	470	2%
Retail trade	1,075	13.7%	2,810	11%
Finance and real estate	450	5.7%	1,180	5%
Health care and social services	920	11.7%	2,230	9%
Educational services	580	7.4%	1,260	5%
Business services	955	12.2%	3,790	15%
Other services	1,460	18.6%	5,335	21%
UNPAID WORK				
Population 15 years and over reporting hours of unpaid work	12,120		38,875	
Population 15 years and over reporting hours of unpaid housework	12,035		38,545	
Population 15 years and over reporting hours of looking after children without pay	4,425		13,585	
Population 15 years and over reporting hours of unpaid care or assistance to seniors	2,255		6,945	
Source: Statistics Canada 2006 Census: www.statcan.ca, Community Profiles				