

WindsorEssex QuickFacts

From the Windsor-Essex County Development Commission

www.choosewindsor.essex.com

The Supermarket Location for Business

Windsor-Essex County is at the heart of North America's high technology manufacturing area, one mile south of Detroit, Michigan, on the Detroit River. Located in the western tip of Ontario and the southernmost part of Canada, the Windsor-Essex region extends 685 square miles (1,775 square kilometres) and is home to more than 400,000 people. Twenty-five million people are within 250 miles; 125 million, 50% of North America's population, plus 90% of the vehicle assembly plants are within a day's trucking time.

Regional Population

	Windsor-Essex County	Windsor CMA
2001 (actual)	374,975	307,877
2007 (estimated)	410,969	338,754
2012 (projected)	423,661	351,263

Source: FP Markets—Canadian Demographics, 2007

Municipal Populations

Municipality	2007 Estimated Population
Amherstburg	21,972
Essex	21,130
Kingsville	21,456
Lakeshore	32,641
LaSalle	31,906
Leamington	29,629
Tecumseh	28,035
Windsor	224,200

Source: FP Markets—Canadian Demographics, 2007

Number of Households

	Windsor-Essex County	Windsor CMA
2001 (actual)	141,300	117,710
2007 (estimated)	161,357	134,718
2012 (projected)	169,038	142,140

Source: FP Markets—Canadian Demographics, 2007

Labour Force—Windsor CMA

Unemployment rate:	February 2007	10.6%
	February 2006	9.3%
Size of labour force:	February 2007	173,100

Source: Service Canada, February 2007

Housing Starts—Windsor CMA

	Single Detached	Multi-Family	Total
2005	1,110	386	1,496
2006	692	353	1,045

Source: Canada Mortgage and Housing Corporation

Housing Resale Activity

	Number of Sales
2005	5,661
2006	5,047

Source: Canada Mortgage and Housing Corporation

Housing Prices Compared to Toronto

	Toronto	Windsor
Detached Bungalow	\$520,000	\$168,000
Senior Executive	\$1,550,000	\$350,000
Luxury Condominium	\$609,500	\$275,000

Source: Royal LePage Survey of Canadian House Prices, 2nd Quarter 2006

Education

In 2001, 56% of Essex County's population aged 20 and over had some post-secondary education. In recent years, both St. Clair College (16,800 students) and the University of Windsor (16,266 students) have focused on research and development.

Major Employers (by no. of employees)

DaimlerChrysler Canada Inc.	7,000
Ford Motor Company of Canada Limited	5,060
Windsor Casino Limited	4,000
City of Windsor (incl. Police)	3,819
Greater Essex District School Board	3,523
Windsor Regional Hospital	2,451
Windsor Essex Catholic School Board	2,252
Hotel Dieu-Grace Hospital	1,800
General Motors of Canada Limited	1,700
University of Windsor	1,600

Building Permits—Windsor-Essex County

	Industrial	Commercial
2003	\$61.6 million	\$120.3 million
2004	\$37.8 million	\$102.4 million
2005	\$78.4 million	\$71.1 million
2006	\$81.1 million	\$55.4 million

Source: Municipal Building Departments

Transportation

Windsor-Essex County is serviced by well-maintained expressway connectors, provincial highways, and Highway 401. All routes interconnect with the U.S. interstate system via the 4-lane Ambassador Bridge or Detroit-Windsor Tunnel. Railways serving the area include CN/Via, CP and Essex Terminal. An underwater rail tunnel links to the U.S. rail network. Windsor Airport provides domestic air service and nearby Detroit Metropolitan Airport has international service. The Port of Windsor can accommodate any vessel sailing the Great Lakes. Almost 5.3 million tonnes of cargo and over 2,500 ships move through the Port annually.

Employment by Industry—Windsor CMA

Agriculture	0.0%
Construction	4.3%
Manufacturing	28.9%
Trade	12.7%
Transportation & Warehousing	2.4%
Finance, Insurance, Real Estate & Leasing	4.8%
Professional, Scientific & Technological Services	3.6%
Mgt., Administrative & Other Support Services	2.1%
Educational Services	7.6%
Health Care & Social Assistance	11.3%
Information, Culture & Recreation	3.7%
Accommodation & Food Services	7.9%
Other Services	4.2%
Public Administration	3.1%

Source: Statistics Canada Labour Force Survey, February 2006

Number of Businesses by Industry—Essex County

Agriculture, Forestry, Fishing & Hunting	1,164
Mining and Oil & Gas Extraction	18
Utilities	20
Construction	2,872
Manufacturing	1,220
Wholesale Trade	873
Retail Trade	2,489
Transportation & Warehousing	1,470
Information & Cultural Industries	132
Finance & Insurance	922
Real Estate and Renting & Leasing	2,043
Professional, Scientific & Technical Services	2,078
Management of Companies & Enterprises	714
Admin., Support, Waste Mgt., Remediation	998
Educational Services	186
Health Care & Social Assistance	1,024
Arts, Entertainment & Recreation	354
Accommodation & Food Services	1,167
Other Services (except Public Admin.)	1,629
Public Administration	12
Total, All Industries	21,497

Source: Canadian Business Patterns, June 2006

Number of Businesses by Size of Workforce—Essex County

Indeterminate*	11,074
1-4 employees	5,420
5-9 employees	1,794
10-19 employees	1,346
20-49 employees	1,126
50-99 employees	415
100-199 employees	184
200-499 employees	100
500+ employees	38

* 'Indeterminate' indicates a fluctuating number of employees.
Source: Canadian Business Patterns, June 2006

Major Industries

Major industries in Windsor-Essex County include: automotive vehicles and parts, tool and die, mold-making, food and beverage processing, plastics, pharmaceuticals and machining.

Income—Windsor CMA

2007 Average Household Income	\$77,700
2007 Capita Income	\$30,900
Comparison to National Average	7% above
Households with Income \$100,000+	27%
2012 Projected Per Capita Income	\$36,900
Ranking of Per Capita Income Among Larger Canadian Municipalities	7 th

Source: FP Markets—Canadian Demographics, 2007

2007 Forecast Inflation Rate

Ontario (1996=100)	1.8%
Windsor CMA (1997=100)	1.8%

Source: Conference Board of Canada, Autumn 2006

Climate

Average high temperatures:	
January	-0.9°C (30.4°F)
July	27.9°C (82.2°F)

Annual precipitation:	
Rain	90.2 cm (35.5 in.)
Snow	123.3 cm (48.5 in.)
Number of precipitation days	146.7

Average # of days with max. temp. above 10°C (50°F)	223
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Source: Environment Canada Weather Office