



Corporate Report

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DATE: March 11, 2008

TO: Chair and Members of Planning and Development Committee
Meeting Date: March 31, 2008

FROM: Edward R. Sajecki
Commissioner of Planning and Building

SUBJECT: **2007 Employment Profile**

RECOMMENDATION: That the report titled "*2007 Employment Profile*" dated March 11, 2008, from the Commissioner of Planning and Building be received for information and circulated to the Mississauga Board of Trade, the Building Industry and Land Development Association (BILD), Economic Development Advisory Council, Peel Halton Dufferin Training Board and the University of Toronto at Mississauga.

BACKGROUND: The City of Mississauga undertook a comprehensive employment survey in 2007. The survey was conducted by the Planning and Building Department in conjunction with the Economic Development Office.

The study titled "*2007 Employment Profile*" (attached under separate cover), provides a profile of employment and businesses in the City which assists in the assessment of how the goals in the Strategic Plan and Mississauga Plan are being implemented. It also compares 2007 employment data with past employment information and the projections from the 2005 Growth Forecast.

A newsletter, also titled “*2007 Employment Profile*”, presents key data from the report and is attached under separate cover. The newsletter is available from the Planning and Building Department and is posted on the City’s web site under FOCUS Mississauga.

COMMENTS:

The “*2007 Employment Profile*” is based on information in the Mississauga Employment Database (MED) and the 2007 Employment Survey undertaken from May to September, 2007*. The survey involves extensive field verification, a mail-out questionnaire and a telephone survey of selected businesses. The report also includes information from the 2006 Census related to labour market activity. The principal findings with respect to employment and businesses in Mississauga are as follows:

- Employment based on the 2007 Employment Survey was 390,400. When this figure is adjusted to more closely reflect the Census definition of employment to consider persons with multiple jobs and home-based businesses, the estimate of total employment is 416,300;
- Mississauga has a total employment ratio of .59, that is for every 100 residents of the City there were 59 local jobs;
- There are approximately 24,140 fewer members of the Mississauga resident labour force than there are employment positions in the City of Mississauga. When unemployment is considered, it is estimated that Mississauga had a net imported labour force of approximately 49,800 in 2007. This meets one of the population and employment objectives in Mississauga Plan, “*to continue to be a net importer of labour*”;
- In 2007, a total of 21,340 businesses were operating in Mississauga, with concentrations in Northeast-West, Northeast-South, Northeast-North and Dixie;
- A review of total employment by planning district finds that the four main concentrations are in Meadowvale Business Park, Northeast-South, Northeast-West and Gateway-South, which

* Note: Numbers in this report have been rounded.

represent approximately 40% of the total employment opportunities in the City in 2007;

- The City's employment profile continues to be dominated by small businesses. In 2007, 72% of the City's businesses were establishments of less than 20 employees while 43% had fewer than five employees;
- The largest portion of the employment base in Mississauga was in mid-sized firms between 20 and 300 employees. These firms represent 15% of the total number of businesses but constitute 47% of the work force;
- The four business sectors: retail trade; wholesale trade; manufacturing; and transportation and warehousing, make up approximately 43% of businesses and 53% of employment positions in the City;
- Employment density refers to the number of employees per geographic area, using the total employment in each traffic zone and the area of that traffic zone. The City's average gross employment density is 14 employees per hectare (5 employees per acre) and the average net employment density is 44 employees per hectare (18 per acre); and
- A comparison of Employment Survey data from 2006 to 2007 indicates an increase of 320 business sites and a 2.5% increase in total employment.

FINANCIAL IMPACT: Not Applicable

CONCLUSION: The collection of employment information through the annual employment survey is an important data resource. In addition to monitoring strategic planning policies, the data are used in forecasting and planning for future needs and services, attracting businesses to the City, retention programs for existing businesses and the development of future financial and economic strategies.

These data are also used to produce employment profiles for each of the employment planning districts, highlighting information such as top employers, vacant land, types of businesses, number of vacancies and employment densities. Further, data collected from the 2007 and previous employment surveys will be analyzed to identify trends and issues. For example the data has assisted in the Lakeview and Port Credit District Policies Review and other policy studies such as the Employment Lands Review Study, Office Strategy Study and Growth Management Study. Finally, the data collected through the employment survey can be linked with other databases, such as the office commercial inventory, to provide tenant profiles by land use and type of building.

ATTACHMENTS:

Under Separate Cover – *2007 Employment Profile* (report)

Under Separate Cover – *2007 Employment Profile* (newsletter)

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2007 EMPLOYMENT PROFILE

2007 employment profile



MISSISSAUGA
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Employment Profile 2007

**City of Mississauga
Planning & Building Department
December 2007**

The information presented in this report is based on the 2007 Employment Survey. The survey was a collaborative effort by the Planning and Building Department and the Economic Development Office.

Figures in this report have been rounded. Calculations (e.g., summations and percentages) have been performed on unrounded data.

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1.0 INTRODUCTION

This report presents a profile of employment and business activities in the City of Mississauga in 2007. The City acknowledges the importance of a strong employment base by incorporating objectives regarding employment in both its Strategic Plan and Mississauga Plan.

One of the Strategic Plan visions is that *“Mississauga will be a distinct major Canadian City.”* Objectives relating to this statement include, *“to develop a regional employment centre in excess of 500,000 jobs”* and *“to provide a variety of opportunities in housing, employment, recreation, cultural and social amenities.”* In addition, the Strategic Plan states that *“Mississauga will have a dynamic and diverse economic base.”* Objectives related to this goal include *“. . . assist(ing) local business to grow and prosper”* and *“attract(ing) new businesses that offer good growth prospects and provide high-quality jobs.”*

Employment is also a principal theme of Mississauga Plan. Mississauga Plan states that the City will have a strong economic base having a diversity of business activities, capability for growth and a wide range of employment activities. Mississauga Plan Goal 2.3, *“Population and Employment”* states, *“Mississauga will encourage a range of employment opportunities...”* Objectives relating to this goal state that the City, *“continue to be a net importer of labour.”*

Monitoring of strategic and planning policies is undertaken to ensure the objectives outlined in these policies are being met. The Employment Survey and Employment Profile are part of the monitoring activities and contribute to the assessment of how the goals in the Strategic Plan and Mississauga Plan are being implemented.

Collection of employment information is an important data resource. In addition to monitoring strategic and planning policies, the data are used in forecasting and planning for future needs and services, attracting businesses to the City, retention programs for existing businesses and development of future financial and economic strategies.

1.1 Background

Annual monitoring of employment trends is a challenging endeavour and methodologies have changed to address issues that have emerged at various times. The present employment survey method was initiated in 1999. The 1999 review of employment in the City concentrated on developing a complete inventory of businesses from the variety of databases used in the past as well as field checking the existing data set. The 1999 employment survey focussed on information relating to businesses. In subsequent years, information relating to businesses was verified and kept current and an emphasis was placed on adding and updating employment data. The data that is collected includes complete business name and address, contact person and phone number, web and email address, number of full-time and part-time employees, description of the business, parent company and years in Mississauga. The employment survey does not collect data for home-based businesses.

Employment information is stored in the Mississauga Employment Database (MED). This database, shared by both the Planning and Building Department and Economic Development Office, is maintained and updated on an on-going basis.

Other sources of employment information for the City of Mississauga includes data from the Canadian Business Patterns (CBP), produced by Statistics Canada, the 2006 Census of Canada labour force activity data, released in March 2008, and the 2005 Growth Forecasts prepared by Hemson Consulting. Employment data from these sources are monitored and reviewed on a continuing basis.

1.2 Methodology

The methodology for the 2007 Employment Survey included the compilation of a complete list of employment sites from the 2006 Mississauga Employment Database, new businesses from Building Permit Reports, and a comprehensive field survey to confirm the name and location of every business in the City. For businesses located within Residential Districts, a mail-out questionnaire was sent to selected businesses requesting further information on business operations and employment information; a follow-up telephone interview was attempted where there was no response to the mail-out questionnaire. For businesses located within Employment Districts, a telephone survey was conducted of selected businesses by the firm AJD Data Services and monitored by the Economic Development Office¹.

A property-based approach is used to collect employment data. Employment information is recorded by location. Where a business has several locations, employment is recorded at each separate location. For businesses that have several buildings on a property, employment figures may be stored at one building address. The property-based approach allows an analysis of employment by Planning District (see Appendix A) and other geographic boundaries.

A concerted effort is made to collect data for businesses thought to have 100 or more employees, therefore, it was assumed that for the most part, the remaining businesses with no employment data are smaller establishments. To estimate total employment in the City of Mississauga, an adjustment factor is applied to those businesses with no employment. To better reflect the characteristics of the businesses located within each Planning District, the adjustment factor that is applied depends on whether the business is located in a Residential or Employment District. The Residential District adjustment factor is calculated using the average number of employees for businesses with less than 100 employees in all Residential Planning Districts. This overall adjustment factor is then applied to businesses with no employment data located in Residential Districts. The Employment District adjustment factor is unique to each Employment Planning District and is calculated based on the average number of employees for businesses with less than 100 employees within each Employment District. This unique adjustment factor is then applied to those businesses with no employment within each Employment Planning District. The Residential District adjustment factor and Employment District adjustment factors are outlined in Appendix B.

¹ A mailout or telephone survey was administered to businesses with 100 or more employees, if existing employment data was greater than 2 years old, if no employment data was recorded for the business or if the business was part of a sector selected to be profiled.

2.0 EMPLOYMENT DATA – 2007

This section presents a profile of businesses and employment based on results from the 2007 Employment Survey, as well as a comparison to the Census definition of employment.

2.1 Total Employment

Employment² in the City of Mississauga, based on the 2007 Employment Survey, was 390,405. Employment data for 18,775 businesses or 88% of the 21,340³ operating businesses were obtained. When the employment figure of 390,405 is adjusted to more closely reflect the Census definition of employment to consider persons with multiple jobs and to include home-based businesses, the estimate of total employment is 416,300⁴ (see Table 1). This is a difference of 6% from the June 2007 Growth Forecast projection of 442,800 employees in the City of Mississauga.

Table 1 on page four summarizes employment and population information. It shows that with a projected population of 707,000 and employment of 416,300, Mississauga has an employment ratio of .59. That is, for every 100 residents of the City, there were 59 local jobs. This table also includes data from the 2006 Census which shows that with a participating labour force of 392,160, Mississauga must import a net labour force of approximately 24,140 persons. When consideration is made for a portion of the participating labour force that is unemployed, about 6.5%, the imported labour force is approximately 49,800 employees. These figures indicate that the City is meeting the population and employment objective in Mississauga Plan regarding being a net importer of employment.

² Employment was estimated based on data contained in the Mississauga Employment Database, data from the 2007 Employment Survey, and estimates made for businesses for which employment data were not available (see Appendix B for the factors that were applied to these businesses). Part-time positions have been converted to full-time equivalents, based on the assumption that two part-time positions are equivalent to one full-time position. This does not include home-based businesses.

³The Canadian Business Patterns, prepared by Statistics Canada, reports approximately 56,100 businesses in the City of Mississauga as of June 2007, with 34,000 of these businesses reporting no employment. When the number of businesses with no employment is subtracted from the total, the figure derived is approximately the number of operating businesses noted in this report.

⁴ The following modifications were made to the 2007 Employment Survey employment to reflect the Census definition of employment: 40% of total part-time employment was excluded to account for individuals holding multiple jobs and 80% of the estimated home-based businesses in the City of Mississauga in 2007 (based on the 2001 Census) was added. Home-based businesses are assumed to be 4% of the resident labour force.

Table 1: Population, Total Employment and Resident Labour Force, 2007*	
Employment from the 2007 Employment Survey	390,405
Census Adjustment ^a	25,895
Total Employment ^b	416,300
Total Population ^c	707,000
Resident Labour Force ^d	553,900
Participating Labour Force ^e	392,160
Employed Labour Force	366,500
Unemployed Labour Force ^f	25,660
Employment Ratio ^g	.59
Difference Between Total Employment and Participating Labour Force	24,140
Labour Import ^h	49,800

*numbers have been rounded

^a This figure accounts for multiple part-time jobs and home-based businesses.

^b This figure represents the 2007 Employment Survey total plus the Census adjustment.

^c Population figure is the 2005 Growth Forecast projection for June 2007 including the census undercount.

^d The Resident Labour Force is from the 2006 Census of Canada Labour Market Activity data released in March 2008 multiplied by the 2001 Census undercount of 4%.

^e Participating Labour Force is from the 2006 Census of Canada Labour Market Activity data released in March 2008 multiplied by the 2001 Census undercount of 4%.

^f Unemployed Labour Force is from the 2006 Census of Canada Labour Market Activity data released in March 2008 indicating an unemployment rate of 6.5% multiplied by the 2001 Census undercount of 4%.

^g Employment Ratio is total employment divided by the total population.

^h Labour Import refers to the total employment positions minus the employed labour force.

Analysis in subsequent sections is based on results from the 2007 Employment Survey and does not include modifications for the Census definition of employment.

2.1.1 Employment by Planning District

Figure 1 summarizes employment by Planning District. In this report, the Northeast and Gateway Planning Districts which are the two largest employment districts, have been subdivided into smaller geographical areas to provide a greater understanding of the businesses and employment characteristics within these districts and a better comparison to other Planning Districts.

Meadowvale Business Park represents just over 10% of total employment. This is followed by Northeast-South and Northeast-West each representing approximately 9% and Gateway-South representing 8% of employment positions. Together these four areas account for almost 40% of the City's employment opportunities.

2.1.2 Full-Time and Part-Time Employment⁵

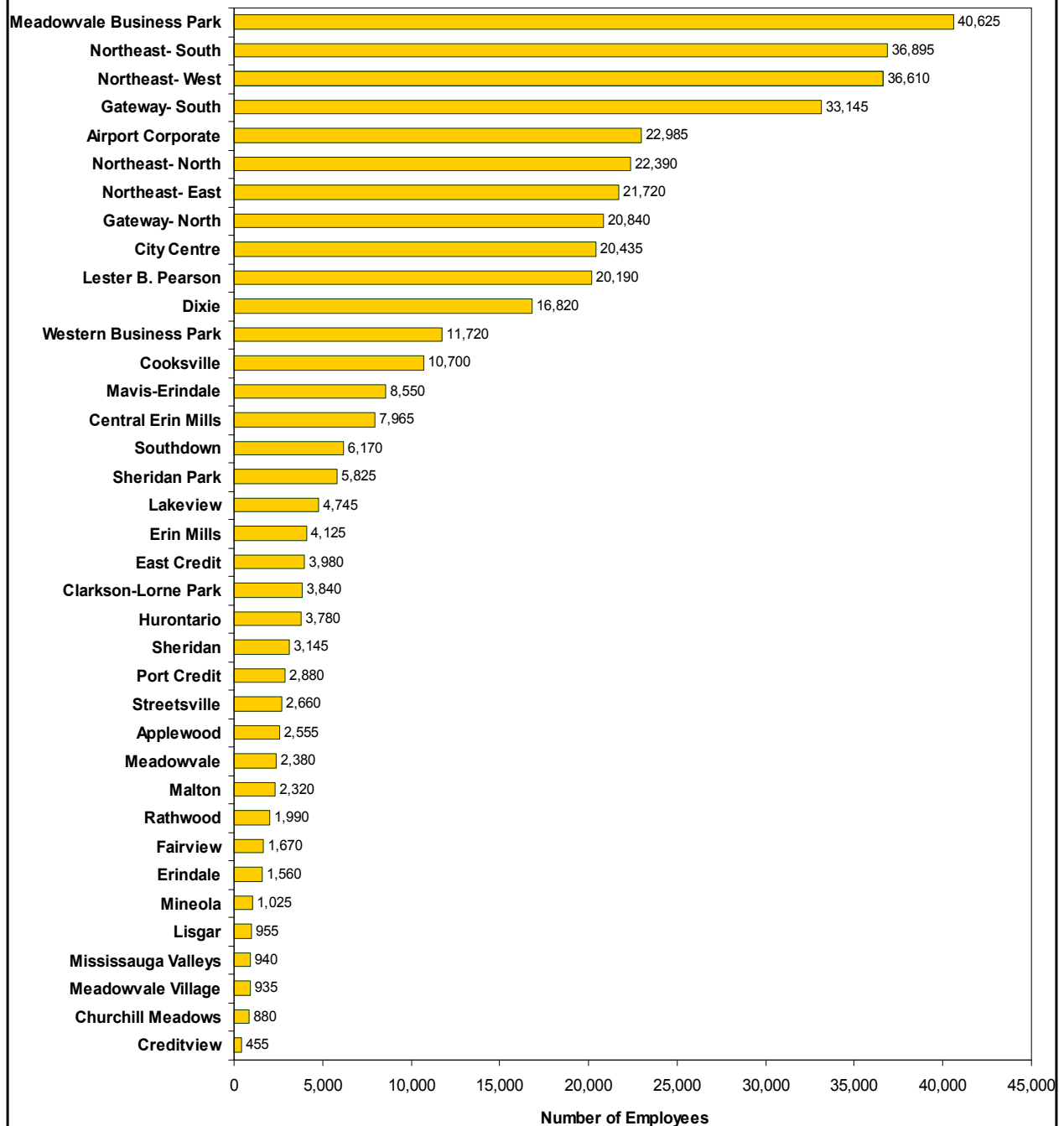
Full-time employment is 90% of total employment. Meadowvale Business Park leads the percentage of full time employment with 10%, followed by Northeast-South and Northeast-West each with approximately 9% and Gateway-South with 8% of total full-time employment.

Part-time employment represents 10% of total employment. For this report, one part-time employment position is considered half or .5 of one full-time employment position. City Centre has the largest proportion of part-time employment with 9%. Outside of City Centre, Central Erin Mills (9%), Northeast-South (7%), Cooksville (6%), and Gateway-South (6%) also have significant concentrations of part-time positions.

The proportion of full-time positions within Planning Districts ranges from 57% in Central Erin Mills, 62% in Mississauga Valleys and 66% in Rathwood to 98% in Sheridan Park, 97% in Airport Corporate, 96% in Northeast-East and 95% in Northeast-North and Northeast-West. Most Employment Districts, with the exception of Mavis-Erindale (88%), have 90% or greater of total employment represented by full-time positions. As expected, due to the large number of retail and service industry businesses, most Residential Districts have a higher proportion of total employment represented by part-time positions as compared to Employment Districts.

⁵ Full-time and part-time employment figures are based on businesses where employment information is available.

Figure 1: Employment by Planning District, 2007



2.2 Businesses and Vacancies

There were 21,340 businesses operating in Mississauga in 2007. In addition, the 2007 employment survey recorded 2,380 vacancies⁶ for a total of 23,720 business sites. Ten percent of total business sites were vacant.

2.2.1 Businesses and Vacancies by Planning District

Table 2 and Figures 2a and 2b provide a summary of existing businesses and vacancies by Planning District. Map 1 shows the location of vacancies in the City.

Northeast-West has the largest concentration of businesses with 2,220 and Northeast-South with 2,075 each with 10% of the total number of businesses. This is followed by Northeast-North with 1,560 and Dixie with 1,485 each with 7% of total businesses.

The largest proportion of total City vacancies are found in districts that have the largest concentration of businesses. These are Northeast-West with 16% or 385 vacancies, Northeast-South with 10% (235 vacancies) and Dixie with 8% (180 vacancies) of total City vacancies.

With the exception of Northeast-West, these areas do not reflect the highest vacancies when vacancies are viewed as a percent of total business sites within each district. The highest vacancies as a percent of total business sites within the Planning District are Northeast-East (18%), Mineola (16%) and Northeast-West (15%). Vacancies in Gateway-North and Airport Corporate as a percentage of business sites are 14%. The majority of vacancies in Northeast-East and Airport Corporate occur within major office buildings while in Northeast-West and Gateway-North occur mostly within multi unit industrial developments. For Mineola, vacancies occurred within multi unit commercial and office developments.

Thirty-three percent of the vacancies in Mavis-Erindale are attributed to the renovation of an entire commercial building at 1177 Central Pkwy West. A portion of the vacancies in Western Business Park are a result of new multi-unit industrial development that was not fully occupied at the time of the employment survey.

⁶ Vacancies refer to vacant buildings, vacant floors and vacant units within multiple unit developments. Some condominium industrial units are recorded as vacant buildings.

Table 2: Businesses and Vacancies* by Planning District in 2007

Planning District	Total Business Sites	Businesses		Vacancies		
		# of Businesses	% of Businesses	# of Vacancies	% of City Vacancies	% of Vacancies in each Planning District
Northeast- West	2,605	2,220	10%	385	16%	15%
Northeast- South	2,305	2,075	10%	235	10%	10%
Northeast- North	1,740	1,560	7%	175	7%	10%
Dixie	1,665	1,485	7%	180	8%	11%
Meadowvale Business Park	1,390	1,275	6%	115	5%	8%
Gateway- South	1,225	1,105	5%	120	5%	10%
Cooksville	1,200	1,085	5%	115	5%	10%
City Centre	1,155	1,050	5%	105	4%	9%
Western Business Park	1,120	990	5%	130	5%	12%
Northeast- East	840	685	3%	155	6%	18%
Gateway- North	665	575	3%	90	4%	14%
Airport Corporate	665	570	3%	95	4%	14%
Lakeview	585	525	2%	60	3%	10%
Port Credit	545	500	2%	50	2%	9%
Mavis-Erindale	555	490	2%	65	3%	12%
Central Erin Mills	495	480	2%	15	1%	3%
Streetsville	470	440	2%	30	1%	6%
Clarkson-Lorne Park	440	410	2%	30	1%	7%
Applewood	425	395	2%	25	1%	6%
Hurontario	415	395	2%	20	1%	5%
Malton	375	350	2%	20	1%	6%
Lester B. Pearson	330	320	2%	5	0.3%	2%
East Credit	310	290	1%	20	1%	6%
Sheridan	295	280	1%	20	1%	6%
Southdown	290	270	1%	25	1%	8%
Rathwood	265	245	1%	25	1%	9%
Meadowvale	240	230	1%	5	0.3%	3%
Erin Mills	230	220	1%	10	0.4%	4%
Erindale	185	170	1%	15	0.5%	7%
Fairview	140	130	1%	10	0.3%	6%
Mineola	115	100	0.5%	20	0.8%	16%
Churchill Meadows	80	80	0.4%	1	0.04%	1%
Mississauga Valleys	85	80	0.4%	5	0.1%	4%
Lisgar	75	70	0.3%	5	0.2%	6%
Creditview	70	70	0.3%	2	0.1%	3%
Meadowvale Village	65	65	0.3%	0	0.0%	0%
Sheridan Park	65	60	0.3%	5	0.2%	10%
Total	23,720	21,340	100%	2,380	100%	10%

*Numbers may not add due to rounding. Vacancies refer to vacant buildings and to vacant units and vacant floors within multiple unit developments. Some condominium industrial units are recorded as vacant buildings.

Figure 2a: Businesses by Planning District, 2007

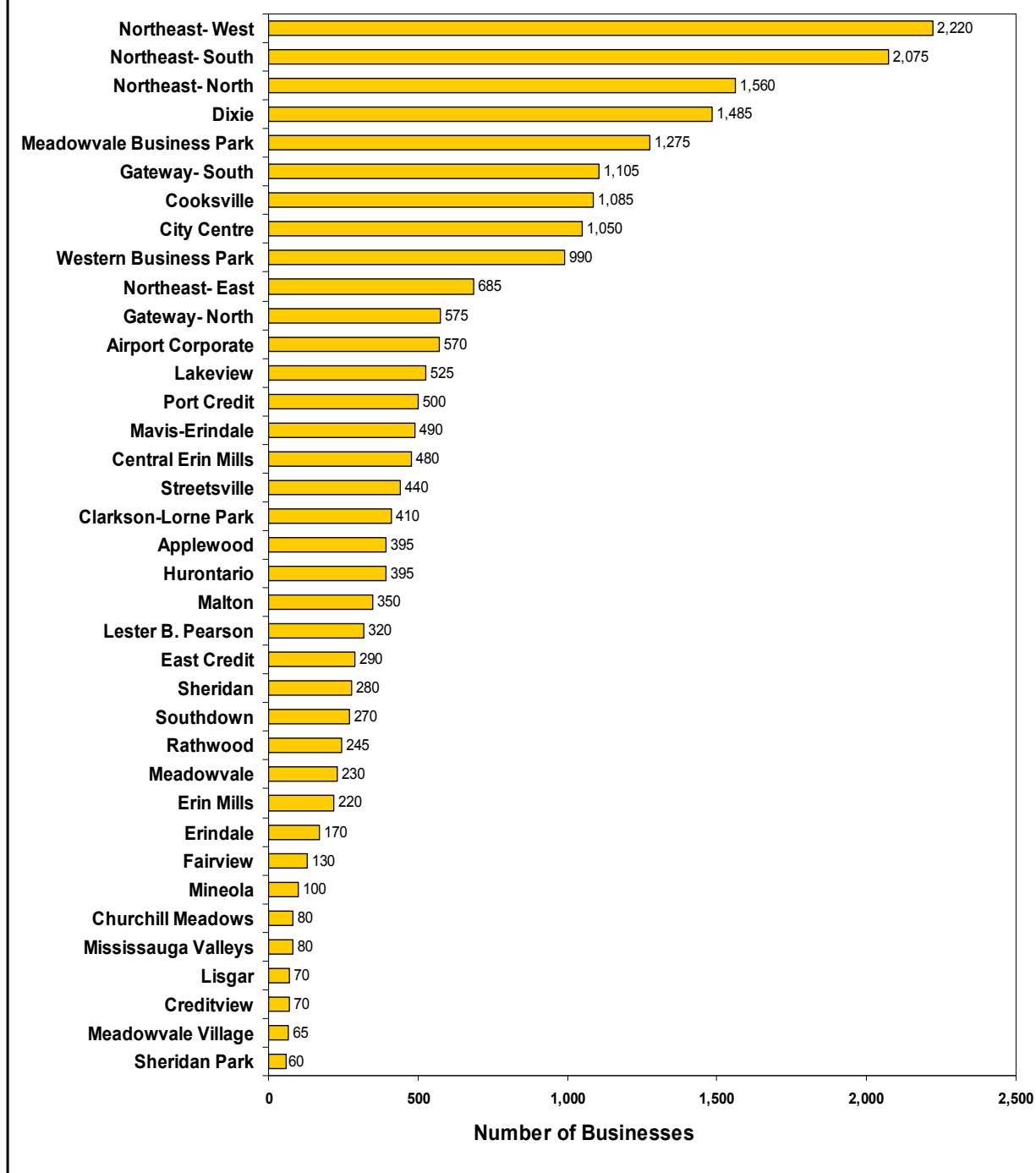
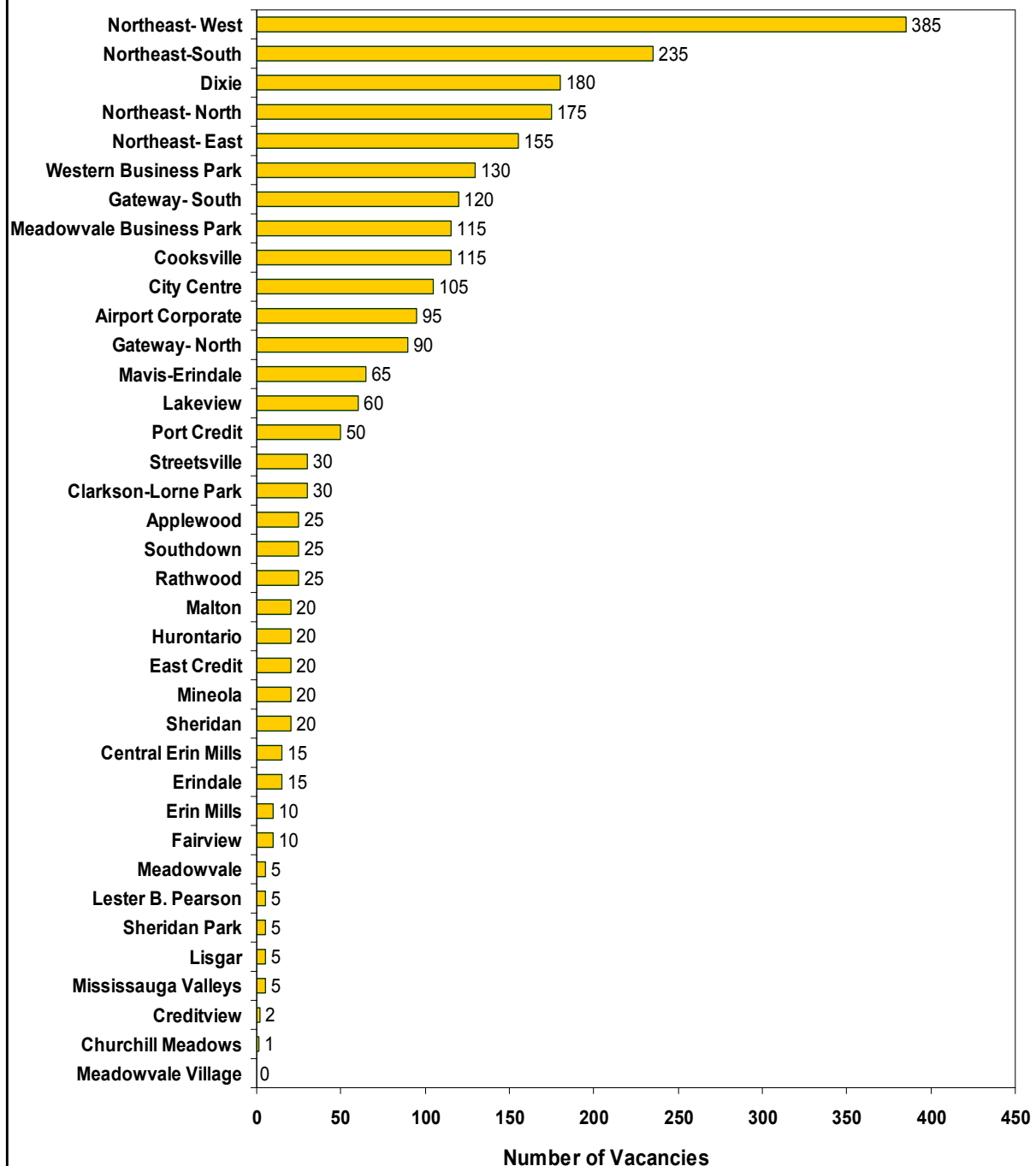


Figure 2b: Vacancies by Planning District, 2007



map 1 vacancies

2.3 Businesses by Business Size

The distribution of businesses by Planning District as well as the number and percent of employees for 2007 are shown on Tables 3 and 4 and illustrated in Figures 3a to 3d.

The City's business profile is dominated by small businesses. Forty-three percent of all businesses have fewer than five employees. However, smaller firms do not constitute a large portion of total employment. Firms with fewer than five employees represent only 6% of total jobs or 21,940 employment positions. Seventy-two percent of the City's businesses are establishments of less than 20 employees but these represent only 21% of the total employment positions (See Tables 3 and 4).

The largest portion of the employment base in Mississauga is currently found in mid-sized firms between 20 and 299 employees. These businesses represent only 15% of total businesses but constitute 47% of the work force or 184,795 employment positions.

Table 3 summarizes the number of businesses by business size in each Planning District and Figures 3a and 3b illustrate these sizes for the City. It shows the dominance of firms with less than 5 employees, particularly in the Residential Districts.

Table 4 summarizes the number of employees by the business size in each Planning District and Figures 3c and 3d illustrate these sizes for the City. It is evident from this table that mid-sized firms with 20 to 299 employees represent the largest portion of the employment base, particularly in the Employment Districts. This is an expected result as mid-sized firms tend to be related to industrial/manufacturing type companies, which generally locate in Employment Districts.

Businesses with 300 or more employees represent less than 1% of the total number of businesses but constitute 26% of the employment base. They are generally concentrated in the Employment Districts and City Centre. There is a marked presence of these businesses in the northern Employment Districts along the Highway 401 corridor. A small number of very large businesses with a thousand or more employees make a significant contribution to the City's employment base. There are only 25 such businesses representing 0.1% of the total businesses in the City, yet they account for 47,280 jobs (12% of total jobs). These businesses include the two hospitals, the University of Toronto in Mississauga, Air Canada, GTAA, bio-medical firms, financial businesses, government and manufacturing among others. Map 2 illustrates the location of businesses with 300 or more employees and the range of employees per location. A listing of these businesses is provided in Appendix C.

Finally, it is noted that all Planning Districts have a representation of businesses with less than 300 employees. The number of businesses across the City with these ranges of employees would also provide for a range of employment opportunities. The distribution of businesses across the City addresses Mississauga's Strategic Plan objective to maintain a variety of employment opportunities.

Table 3: Number of Businesses by Employment Range and Planning District in 2007*

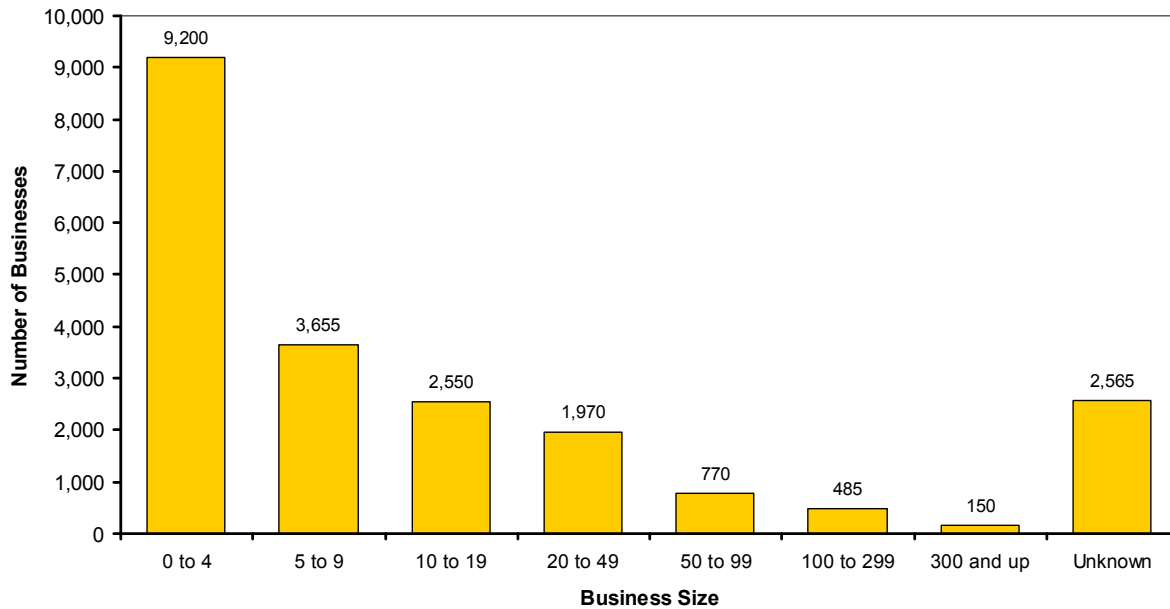
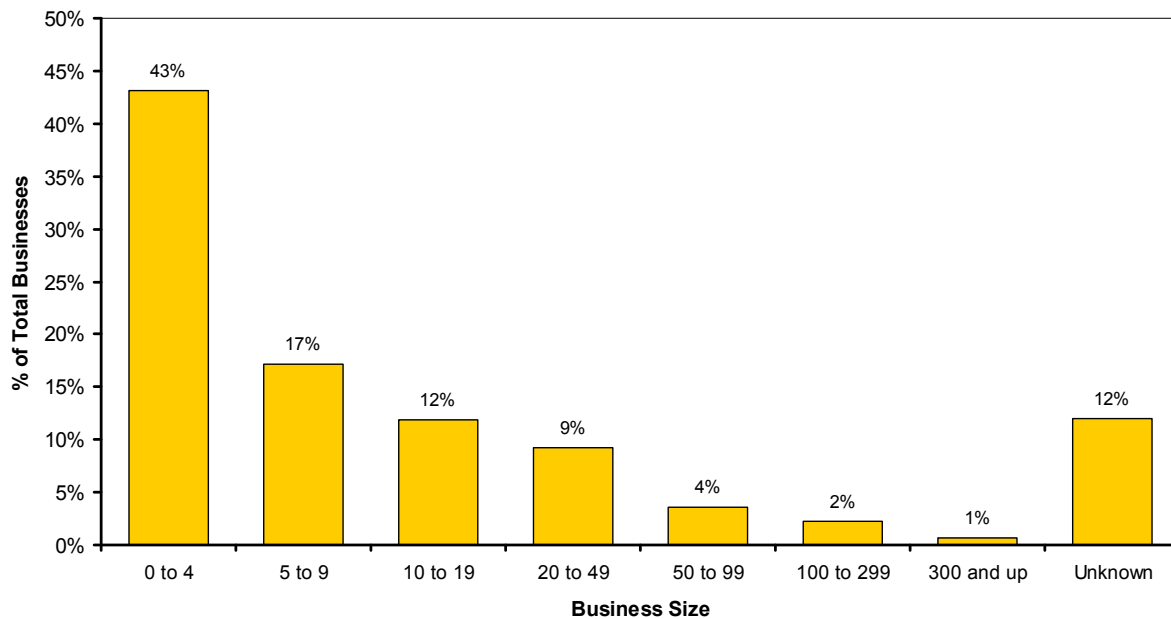
Planning District	Business Size (based on number of employees)										Total
	0-4	5-9	10-19	20-49	50-99	100-299	300-499	500-999	1000+	Unknown	
Northeast- West	835	365	290	250	80	50	10	2	0	335	2,220
Northeast- South	805	375	290	185	65	35	4	1	4	315	2,075
Northeast- North	575	275	220	155	50	35	3	0	0	245	1,560
Dixie	690	245	165	95	35	20	4	0	1	230	1,485
Meadowvale Business Park	325	240	205	175	70	55	10	5	5	185	1,275
Gateway- South	285	210	180	140	70	50	10	5	1	155	1,105
Cooksville	757	135	55	40	15	5	2	0	1	80	1,085
City Centre	370	230	135	85	40	25	6	3	1	150	1,050
Western Business Park	395	215	175	80	30	10	0	0	1	90	990
Northeast- East	155	110	95	95	65	35	7	5	0	120	685
Gateway- North	110	90	100	125	50	25	10	4	0	65	575
Airport Corporate	150	105	85	70	45	45	8	3	3	60	570
Lakeview	295	95	40	35	15	5	0	0	0	40	525
Port Credit	345	70	30	15	5	5	0	0	0	30	500
Mavis-Erindale	245	70	45	40	25	15	2	1	0	50	490
Central Erin Mills	265	110	35	40	5	10	0	0	1	15	480
Streetsville	300	60	35	10	2	2	0	0	0	35	440
Clarkson-Lorne Park	250	55	45	30	10	5	0	0	0	17	410
Applewood	270	60	20	20	10	0	0	0	0	20	395
Hurontario	200	60	45	30	10	5	0	0	0	45	395
Malton	245	35	20	20	2	2	0	0	0	25	350
Lester B. Pearson	65	50	30	25	15	8	2	2	3	120	320
East Credit	135	55	25	35	10	6	0	0	0	25	290
Sheridan	160	55	20	15	5	3	0	1	0	15	280
Southdown	110	55	35	20	10	10	4	1	0	25	270
Rathwood	155	35	15	15	5	0	0	0	0	15	245
Meadowvale	135	40	25	20	5	3	0	0	0	10	230
Erin Mills	125	40	20	20	5	5	1	0	1	5	220
Erindale	105	20	15	10	5	1	0	0	0	15	170
Fairview	65	35	10	10	5	3	0	0	0	2	130
Mineola	50	15	5	5	3	1	0	0	0	10	100
Churchill Meadows	50	10	5	10	5	1	0	0	0	5	80
Mississauga Valleys	50	10	10	10	1	2	0	0	0	2	80
Creditview	45	10	5	5	1	0	0	0	0	5	70
Lisgar	40	10	5	5	3	2	0	0	0	5	70
Meadowvale Village	25	15	5	10	2	2	0	0	0	5	65
Sheridan Park	10	5	10	10	10	7	2	1	1	5	60
Total Businesses	9,200	3,655	2,550	1,970	770	485	90	35	25	2,565	21,340
% of Total Businesses	43%	17%	12%	9%	4%	2%	0.4%	0.2%	0.1%	12%	100%

*Numbers may not add due to rounding. Unknown are businesses with no employment data.

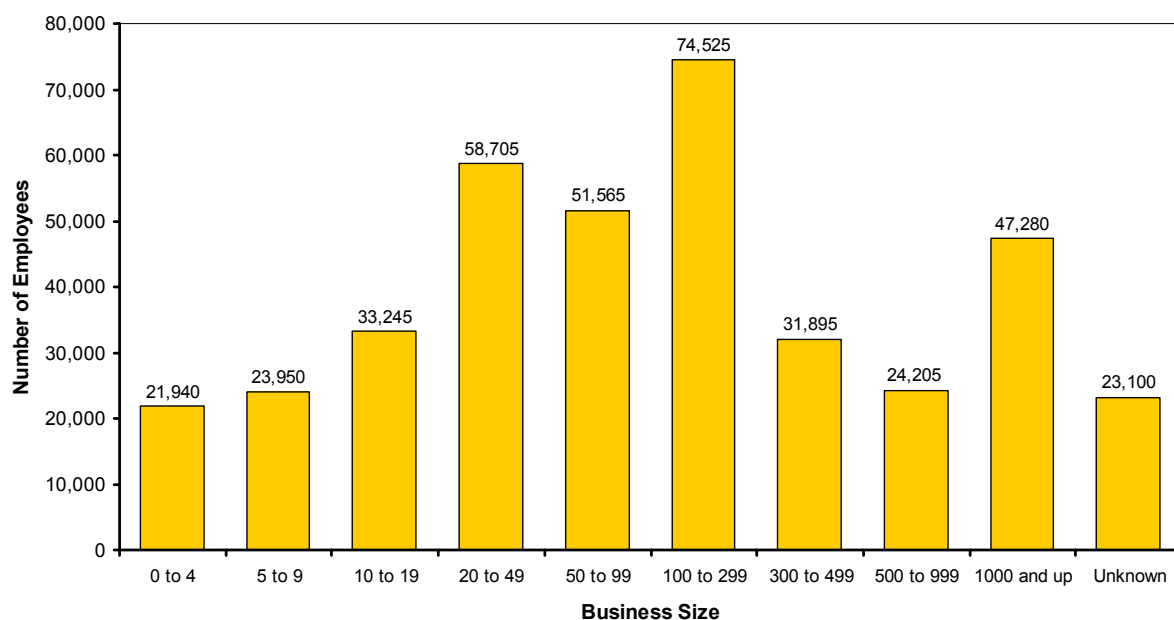
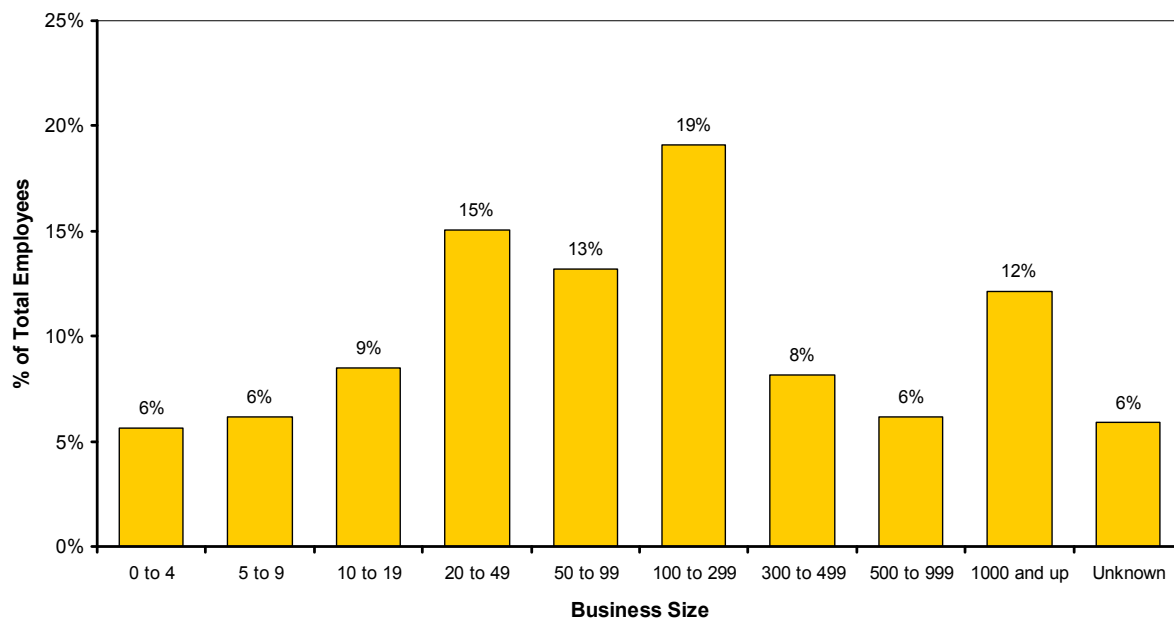
Table 4: Number of Employees by Employment Range and Planning District in 2007

Planning District	Business Size(based on the number of employees)										
	0-4	5-9	10-19	20-49	50-99	100-299	300-499	500-999	1000+	Unknown	Total
Meadowvale Business Park	875	1,570	2,690	5,145	4,400	9,515	3,650	3,565	7,075	2,135	40,625
Northeast- South	1,955	2,420	3,745	5,295	4,315	5,335	1,430	550	8,945	2,908	36,900
Northeast- West	1,990	2,380	3,730	7,495	5,055	8,020	3,280	1,510	0	3,145	36,605
Gateway- South	740	1,405	2,315	4,005	4,330	7,535	4,370	4,400	2,000	2,045	33,145
Airport Corporate	400	694	1,104	2,071	2,927	6,762	2,714	1,910	3,600	803	22,985
Northeast- North	1,335	1,775	2,820	4,435	3,245	5,565	925	0	0	2,290	22,390
Northeast- East	370	710	1,235	2,930	4,445	5,110	2,815	2,995	0	1,105	21,720
Gateway- North	300	570	1,300	3,650	3,305	4,320	4,345	2,255	0	804	20,840
City Centre	975	1,520	1,800	2,495	2,800	3,745	2,205	2,175	1,320	1,403	20,435
Lester B. Pearson	205	335	375	680	1,030	1,085	675	1,165	13,640	995	20,190
Dixie	1,605	1,600	2,110	2,725	2,310	2,945	1,360	625	0	1,540	16,820
Western Business Park	1,000	1,385	2,260	2,265	1,935	995	0	0	1,100	780	11,720
Cooksville	1,680	890	710	1,215	920	665	720	0	3,455	445	10,700
Mavis-Erindale	615	470	605	1,155	1,575	2,150	610	910	0	455	8,550
Central Erin Mills	695	735	445	1,265	335	1,315	0	0	3,115	60	7,965
Southdown	265	340	415	605	680	1,530	1,625	500	0	205	6,170
Sheridan Park	25	30	160	360	445	1,125	770	845	2,000	70	5,825
Lakeview	680	620	570	980	975	665	0	0	0	250	4,745
Erin Mills	320	270	270	680	285	840	410	0	1,030	20	4,125
East Credit	335	395	330	1,085	870	805	0	0	0	160	3,980
Clarkson-Lorne Park	570	350	640	980	710	520	0	0	0	70	3,840
Hurontario	490	360	635	1,050	560	395	0	0	0	285	3,780
Sheridan	385	340	285	495	415	365	0	800	0	70	3,145
Port Credit	705	470	375	425	315	425	0	0	0	175	2,885
Streetsville	650	370	475	355	165	470	0	0	0	180	2,660
Applewood	585	380	265	695	515	0	0	0	0	120	2,555
Meadowvale	325	265	325	740	330	365	0	0	0	35	2,380
Malton	520	240	265	710	130	305	0	0	0	160	2,320
Rathwood	335	230	245	565	550	0	0	0	0	70	1,990
Fairview	175	220	120	415	305	420	0	0	0	15	1,670
Erindale	220	140	210	295	470	145	0	0	0	85	1,560
Mineola	125	120	95	205	210	200	0	0	0	70	1,026
Lisgar	90	85	55	250	190	255	0	0	0	35	955
Mississauga Valleys	120	65	105	280	80	280	0	0	0	15	940
Meadowvale Village	70	95	40	335	120	240	0	0	0	35	935
Churchill Meadows	125	50	50	250	260	115	0	0	0	30	880
Creditview	95	55	65	135	55	0	0	0	0	50	455
Total Employees	21,940	23,950	33,245	58,705	51,565	74,525	31,895	24,205	47,280	23,100	390,405
% of Total Employees	6%	6%	9%	15%	13%	19%	8%	6%	12%	6%	100%

*Numbers may not add due to rounding. Unknown are the estimated number of employees for those businesses with no employment data, based on the adjustment factors in Appendix B.

Figure 3a: Number of Businesses by Business Size, 2007**Figure 3b: Percentage of Businesses by Business Size, 2007**

"Unknown" are businesses with no employment data.

Figure 3c: Number of Employees by Business Size, 2007**Figure 3d: Percentage of Employees by Business Size, 2007**

"Unknown" are businesses with no employment data.

map 2 Businesses with 300+ Employees

2.4 Businesses and Employment by Business Classification

This section reviews the types of business activities that constitute Mississauga's employment base. Table 5 and Figures 4a and 4b summarize the businesses and number of employees by the type of business activity. Businesses were categorized using the North American Industrial Classification System (NAICS)⁷.

Retail, wholesale and manufacturing have the largest number of businesses and employ a large number of employees. Another business sector of importance to Mississauga is transportation and warehousing. While transportation and warehousing is ranked eighth in terms of the number of businesses, it has the third largest number of employees. These four business sectors are highlighted in this section. Figure 5 illustrates the number of businesses by employment range for each of these sectors.

The largest concentration of businesses in Mississauga is in the retail trade sector. It comprises 13% of the total business activities, but only consists of 7% of total employment. Retail trade businesses are smaller establishments, with 80% (approximately 2,260 businesses) of these businesses having fewer than 10 employees.

Wholesale trade is the second largest sector. A total of 13% of businesses and 15% of employment positions are in wholesaling establishments. A large proportion of wholesaling firms employ a small number of staff, that is, 57% (1,575 businesses) of wholesalers have fewer than 10 employees; 76% (2,110 businesses) have fewer than 20 employees.

Manufacturing is the third largest sector in the City, accounting for 12% of businesses and 20% of all employees. Many manufacturing firms are smaller firms with less than 20 employees. A total of 70% of the manufacturing firms (1,810 businesses) have less than 20 employees. There are also a significant number of firms between 20 and 49 employees (15%, or approximately 400 businesses). There are a number of manufacturing firms that employ a large number of employees. One percent of manufacturing businesses (42 businesses) employ more than 300 employees.

The transportation and warehousing sector consists of only 5% of total businesses, but represents 11% of the total employment. Transportation and warehousing firms have a broad distribution in terms of the size of their operations. While firms of under 5 employees make up the largest portion of these businesses (31%), a significant number of firms have employment between 5 and 9 employees (19%), 10 to 19 employees (16%) and 20 to 49 employees (15%).

⁷NAICS is a classification system used to describe businesses' economic activities. This system has been designed by Statistics Canada to compile statistics. Appendix D defines the various business sectors.

Table 5: Businesses and Employment by Business Classification, 2007*				
Business Classification	# of Businesses	% of Businesses	# of Employees	% of Employees
Retail Trade	2,800	13%	26,135	7%
Wholesale Trade	2,775	13%	57,655	15%
Manufacturing	2,625	12%	78,680	20%
Other Services	2,035	10%	10,650	3%
Professional, Scientific and Technical Services	1,480	7%	23,470	6%
Accommodation and Food Services	1405	7%	17,170	4%
Health Care and Social Assistance	1365	6%	18,430	5%
Transportation and Warehousing	980	5%	42,530	11%
Finance and Insurance	740	3%	22,120	6%
Administrative and Support and Waste Management	700	3%	16,240	4%
Educational Services	615	3%	15,060	4%
Construction	520	2%	8,430	2%
Real Estate and Rental and Leasing	455	2%	6,975	2%
Arts, Entertainment and Recreation	200	1%	2,910	1%
Information and Cultural Industries	165	0.8%	9,130	2%
Public Administration	100	0.5%	6860	1.8%
Management of Companies and Enterprises	55	0.3%	6275	1.6%
Utilities	10	0.06%	410	0.1%
Primary Industry	5	0.02%	15	0.004%
Unknown	2,310	11%	21,260	5%
Total	21,340	100%	390,405	100%

*Numbers may not add due to rounding. Percentages are calculated based on unrounded figures. The unknown classifications are businesses where a NAICS code is not assigned.

Figure 4a: Businesses by Business Classification, 2007

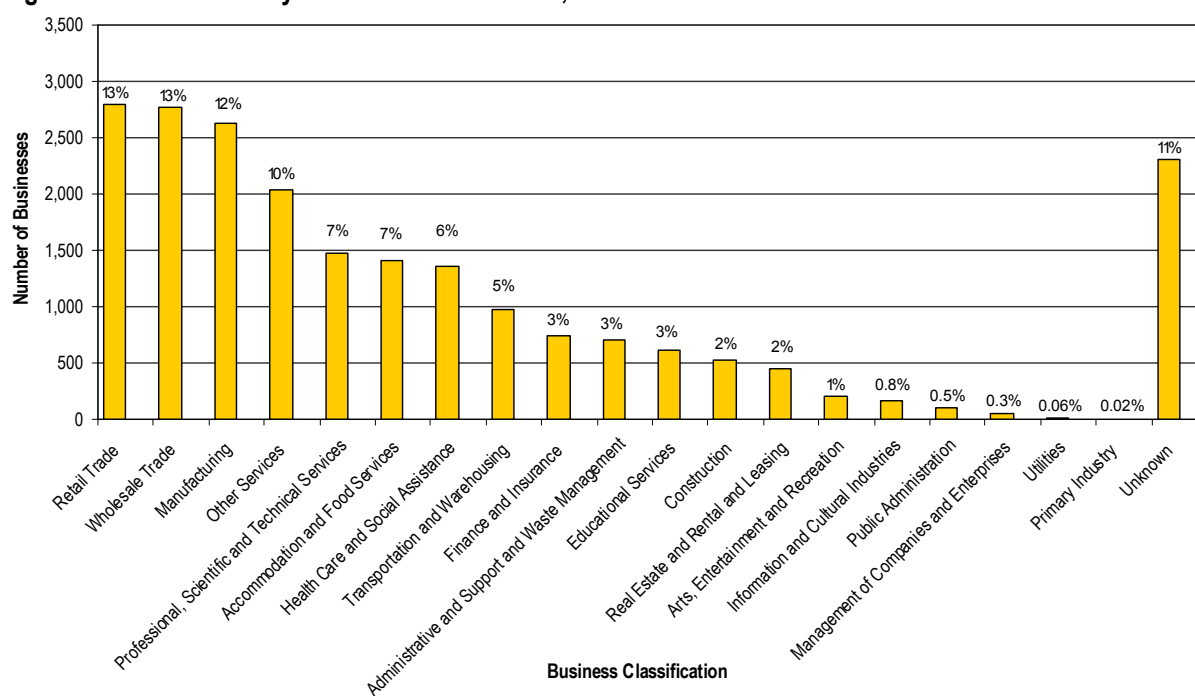
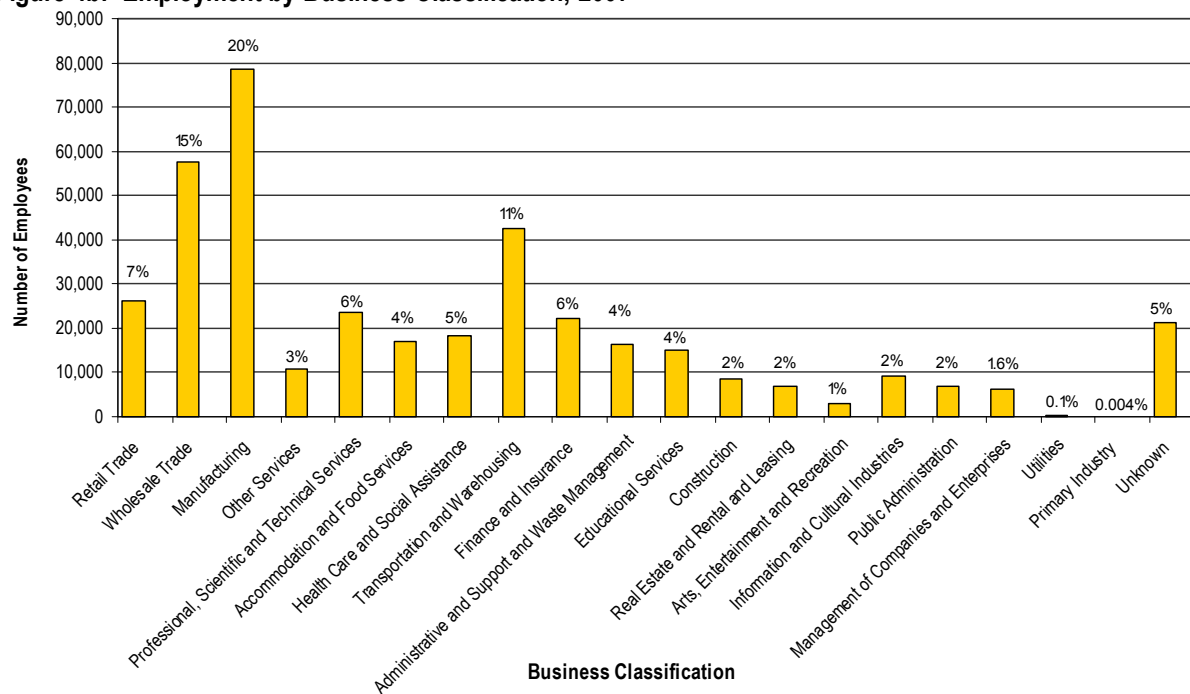
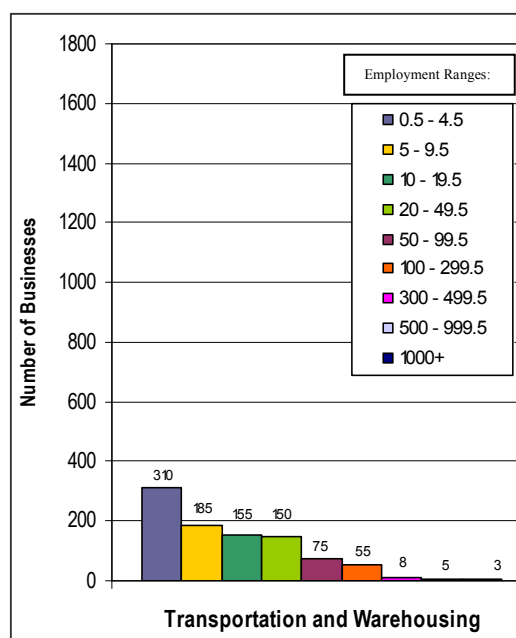
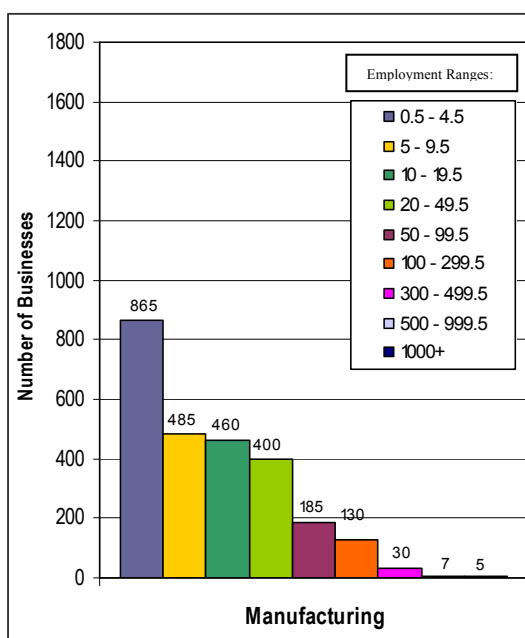
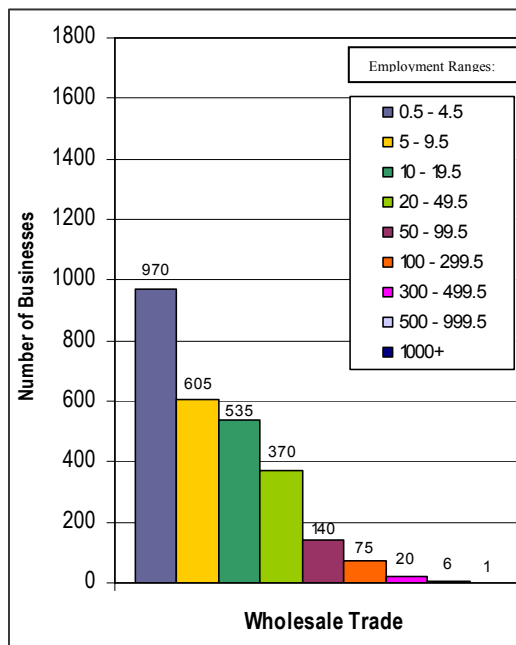
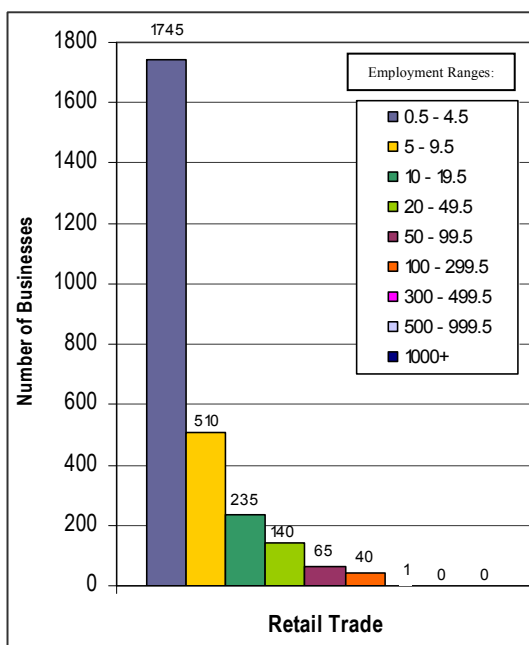


Figure 4b: Employment by Business Classification, 2007



Number of businesses has been rounded. A business size is assigned to businesses that have employment data and a NAICS code. The "Unknown" are businesses where a NAICS code is not assigned.

Figure 5: Business Classification by Employment Ranges, 2007

Number of businesses has been rounded. A business size is assigned to businesses that have employment data and a NAICS code is not assigned

Maps 3, 4, 5 and 6 indicate the location of retail trade, wholesale trade, manufacturing, and transportation and warehousing businesses in Mississauga. The businesses are mapped by the properties on which they are located. A property may have multiple businesses and multiple addresses and a business may fall on more than one property. The property is displayed if there is a NAICS code assigned to a business and where there is a property identification number. Where a property has multiple businesses, the parcel will be highlighted if one business on that property is within the selected type of activity. As a result, a parcel may be represented on more than one map if there are multiple business activities at that location.

The maps illustrate the concentrations of businesses by sector. Wholesale trade companies are apparent in the Employment Districts and are concentrated in the north-eastern part of the City. Retail trade businesses are dispersed and are distributed throughout the City. Similar to wholesaling in its locational characteristics, manufacturing is also concentrated in Employment Districts. Like wholesale trade and manufacturing, the transportation and warehousing sector is found throughout the City's Employment Districts, with a concentration evident in the Northeast areas.

Together, wholesaling, manufacturing, retailing, and transportation and warehousing, make up approximately 43% of businesses and 53% of employment positions in the City. Although this is a substantial portion of total employment and businesses, there is good representation in Mississauga from all nineteen business sectors. The presence of firms in all sectors reflects the diversity of employment and business activity in the City and addresses the Strategic Plan initiative that Mississauga maintains a dynamic and diverse economic base.

Map 3: Location of Retail Trade Businesses

Map 4: Location of Wholesale Trade Businesses

Map 5: Location of Manufacturing Businesses

Map 6: Location of Transportation and Warehousing Businesses

2.5 Employment Density

Employment density refers to the number of employees in a geographic area, using the total employment of each traffic zone and the area of that traffic zone. Appendix E shows a map of the traffic zone boundaries. Employment density calculations by gross and net are listed by traffic zone in Appendix F.

Map 7 displays the gross employment density by traffic zone across the City. Gross area includes all land uses, whether they are developed or undeveloped lands (such as roads, vacant land and natural areas). The City's average gross employment density is 14 employees per hectare (5 employees per acre). Higher gross employment densities are noticeable in the Employment Districts and along highways and major roads. Employment Districts north of Highway 403 have higher gross employment density ranges of over 20 employees per hectare (over 8 per acre). The older Employment Districts in the southern part of the City, for the most part, have lower concentrations of employees. As expected, the residential areas have the lowest gross employment densities.

Map 8 illustrates net employment density. Net area includes lands developed for commercial, office, industrial, community/cultural, places of religious assembly, public institutional and school uses. It excludes residential, open space/greenbelt (such as golf courses), transportation right-of-ways, walkways, utilities/public works, farms, vacant lands, natural areas and "other" land uses. The city-wide net employment density is 44 employees per hectare (18 per acre).

Both maps show areas of large concentrations of employment. Traffic zones 13 and 32 have very high densities. The Credit Valley Hospital located at Erin Mills Parkway and Eglinton Avenue West and the Trillium Health Centre at Hurontario Street and Queensway West fall within these zones.

It is not surprising to find that the traffic zones with multiple storey buildings are areas of high employment concentration. The Emerald Business Centre and the Eglinton Commercial Centre located north of Highway 403 and on the west side of Hurontario Street (traffic zone 86) has office buildings with almost 200 businesses. In the City Centre District (traffic zones 72, 79, and 215), there are office buildings, a government institution, and a shopping centre, making it one of the most dense employment areas in Mississauga. Traffic zones 72 and 215 located at the south west and north east corners of Hurontario Street and Burnhamthorpe Road West/East, contain office centres that have multiple office buildings such as the Sussex Centre, PHH Centre, Mississauga Executive Centre, the Village Offices of Sherwoodtowne, the Treetops Office Complex, and Re/Max Realty; traffic zone 79 is the Mississauga City Hall, Square One, and the UCO Building. Also, at the intersection of Hurontario Street and Dundas Street East/West (traffic zones 57 and 67), there are medical office buildings such as the Confederation Place and Hurontario Professional Building.

North of the St. Lawrence and Hudson Railway in Mavis-Erindale (traffic zone 71) is another dense area within the city. Mississauga Transit, Canadian Pacific Railway and Rockett Lumber Building Supplies make up the three largest businesses in this area.

Airport Corporate (traffic zones 5 and 102), an Employment District with corporate head offices

and warehousing and distribution uses, has a large number of employees per hectare. Some of the businesses in this district include Hewlett-Packard, Citigroup, Accenture, Loyalty Management Group, Baylis Medical Company & OME Group, Carlson Marketing Group, Nex Innovations and Federal Express Canada.

Large finance, retailing and manufacturing companies such as Royal Bank of Canada, GlaxoSmithKline, Wal-Mart, Maple Leaf Consumer Foods, Maxxam Analytics and Microsoft Canada in Meadowvale Business Park are located in traffic zones 18 and 11, and two large professional, scientific and technical companies such as Atomic Energy of Canada Ltd. (AECL) and Hatch are located in traffic zone 33 in Sheridan Park. These traffic zones also have high employment densities.

Other traffic zones of interest are in the northeast section of the City (Gateway and Northeast Employment Districts). Businesses such as Group 4 Flack, Canada Customs and Revenue Agency, Oracle Corporation, Purolator Courier and Shipping Centre, Intria Items, Commercial Spring and Tool Company, the Pepsi Bottling Group, and office centres such as Britannia Place and Heartland Corporate Centre are found in traffic zones 8 and 93 in Gateway-South. Traffic zones 9, 98, 99 and 101 in the Northeast-South, traffic zone 104 in Northeast-West as well as traffic zone 110 in the Northeast-East area have a wide range of business sectors such as manufacturing, wholesale trade, retail trade, transportation and warehousing, finance and insurance and professional, scientific and technical services, and public administration. These businesses include TD Bank Financial Group, Canada Post, Bell Mobility and Bell Canada, Ontario Energy Savings, Pratt & Whitney Canada, Winners Merchants, Symcor, Bantrel, Xerox, Cara Operations, Panasonic Canada, Sobey's, M D S Pharma Services and Booth Centennial Healthcare Linen Services.

Map 7: Gross Employment Density by Traffic Zone

Map 8: Net Employment Density by Traffic Zone

3.0 TRENDS IN EMPLOYMENT AND BUSINESS GROWTH

This section summarizes employment and business growth trends. It reviews business and employment data from 2003 to 2007 and, where possible, compares these with historic employment and population trends.

3.1 Employment and Business Trends to 2007

Figure 6 illustrates the steady growth in population and employment in the City of Mississauga. Since 1976/77, population and employment has risen tremendously. Population has increased from approximately 250,000 in 1976 to 707,000 in 2007 (183%); employment has risen from 132,000 in 1977 to 416,300 in 2007 (215%)⁸.

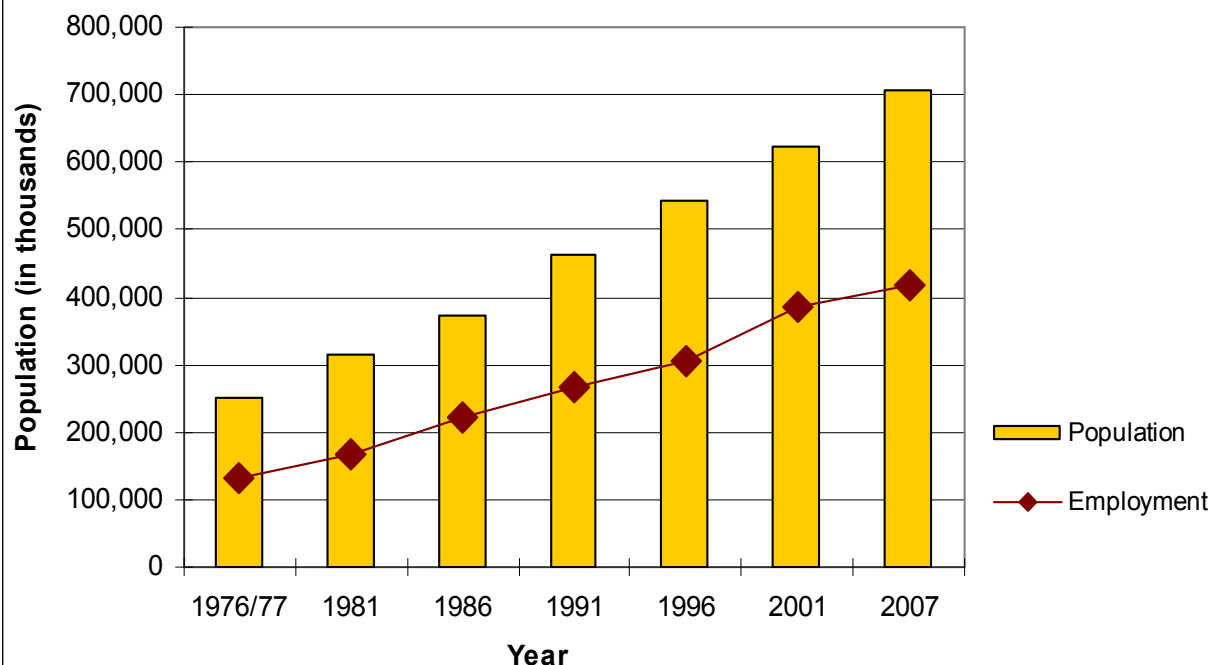
As indicated in Section 2.1, the employment estimate for 2007 is 416,300. This figure reflects adjustments made to the Mississauga Employment Survey data to bring them in line with the Census definition of employment. The results are comparable to the 2005 Growth Forecast employment projection for June 2007 (442,800 employees). This represents a 6% difference from the projected employment figure. This difference, in part, reflects the different data sources and different methodologies. While the growth forecasts consider employment survey data, they are based on Census data for consistency across municipal boundaries. A key distinction between the Census and the City's employment survey is that the former is counted from place of residence whereas employment survey data is collected from place of employment.

In comparing Employment Survey results (with no adjustment for census definition of employment) from 2006 and 2007, the 2007 Employment Survey found approximately 320 more business sites (operating businesses and vacancies) than in 2006. Operating businesses increased from 20,840 in 2006 to 21,340 in 2007, an increase of 2.3%, while vacancies decreased by 8% over the same time period.

From 2006 to 2007 a 2.5% increase in employment was observed. This increase can be attributed in part to building expansions, such as the Credit Valley Hospital's new cancer centre, which showed an increase of over 800 employees, as well as expanded route networks and the purchase of new aircraft for Air Canada which showed an increase of over 500 employees. Accenture Inc. located at 5450 Explorer Drive in Airport Corporate also showed an employment increase of over 60% from 2006 to 2007. An increase in volume of work North American wide for Symcor, located on Robert Speck Parkway in City Centre, led to a 50% increase in employees at this company from 2006 to 2007.

Other companies that have contributed to an increase in total employment for the City of Mississauga in 2007 include IMAX Corporation in Sheridan Park, M D S Pharma Service and Premier Candle Corporation in Northeast, along with Siemens Business Services also in Northeast. These companies all increased by approximately 100 employees from the previous year. Mid-sized and smaller firms also contributed to the total increase in employment.

⁸ Population and employment numbers referenced in this section have been rounded.

Figure 6: Employment and Population Trends, 1976/77 to 2007

Sources: Census of Canada, City of Mississauga Employment Survey, 2005 Growth Forecast

Note: Employment information is from the City of Mississauga Employment Survey except for 1991 which is from the Census of Canada Journey to Work data and 2007 which is the 2007 Employment Survey figure brought in line with the Census definition of employment. The population information is from the Census of Canada, with the exception of 2007 which is the City of Mississauga 2005 Growth Forecast projection of population for June 2007.

From 2006 to 2007, total vacancies decreased by 8% or 180 vacancies with the proportion of vacancies to business sites also decreasing from 11% to 10% from the previous year. The number of vacancies in developments with between five and nine units and greater than nine units vacant decreased. This occurred mainly in office buildings and multi unit industrial developments. Vacancies in developments with less than 5 units increased by 2% from 2006 to 2007.

The total number of vacant buildings increased from 2006 to 2007 by 8% or 15 additional buildings, for a total of approximately 210 buildings vacant. As expected, the majority of the vacant buildings are found in the Northeast area, the largest employment planning district in terms of area, number of businesses and employment. Some of this increase is due to new developments in Gateway and Northeast, as well as the expected business turnover within employment areas.

3.2 Businesses by Planning District

As a whole, the number of operating businesses in the City increased 4.4% from 2003 to 2007. Table 6 summarizes the number of businesses by Planning District by year from 2003 to 2007.

The number of businesses from 2006 to 2007 decreased in some Planning Districts, with the largest percentage decreases in Lester B. Pearson, Mineola and Sheridan Park. For example in Mineola the 6% decrease is the result of vacancy increases, representing 16% of total business sites within that district. With the demolition of Terminal 2 at Lester B. Pearson International Airport, shops, restaurants, and other services are located now only throughout the Terminals 1 and 3, hence the 9% decrease in businesses. In Sheridan Park there was a 5% decrease in the number of businesses however, in absolute numbers this is a change of only three businesses. In the Mineola area, the number of vacancies from 2006 to 2007 doubled which partially explains the reduction in operating businesses.

During this same time period, vacancies in the Dixie Planning District decreased in 2007 compared to the previous years by more than 30%, occurring mostly within office buildings, retail centres and multi unit industrial developments. This change partially explains the 4% increase in total businesses for that district.

In some Planning Districts the number of businesses increased from 2003 to 2007, with a large percentage increase in the number of businesses but small change in the absolute number. For instance, in Churchill Meadows information for fourteen additional businesses was collected in 2007, resulting in a 17% change from 2006 to 2007, and in Lisgar seven additional businesses resulted in a 10% change.

Table 6: Businesses by Planning District, 2003-2007

Planning District	2003		2004		2005		2006		2007		% Change			
	# of Business	% of Total	# of Business	% of Total	# of Business	% of Total	# of Business	% of Total	# of Business	% of Total	2003-2004	2004-2005	2005-2006	2006-2007
Northeast	6,630	32%	6,515	32%	6,585	31%	6,420	31%	6,540	31%	-2%	1%	-3%	2%
Gateway	1,625	8%	1,610	8%	1,635	8%	1,620	8%	1,680	8%	-1%	1%	-1%	3%
Dixie	1,435	7%	1,430	7%	1,480	7%	1,420	7%	1,485	7%	-0.2%	4%	-4%	4%
Meadowvale Business Park	1,135	6%	1,145	6%	1,220	6%	1,220	6%	1,275	6%	1%	6%	-0.1%	4%
Cooksville	1,055	5%	1,100	5%	1,100	5%	1,075	5%	1,085	5%	4%	0.2%	-3%	1%
City Centre	965	5%	1,025	5%	1,025	5%	1,035	5%	1,050	5%	6%	0.1%	1%	1%
Western Business Park	940	5%	915	4%	955	5%	970	5%	990	5%	-3%	4%	2%	2%
Airport Corporate	530	3%	525	3%	540	3%	550	3%	570	3%	-1%	4%	1%	4%
Lakeview	520	3%	525	3%	530	3%	535	3%	525	2%	1%	1%	0.2%	-2%
Mavis-Erindale	470	2%	470	2%	485	2%	495	2%	490	2%	0.4%	3%	2%	0%
Port Credit	465	2%	465	2%	500	2%	490	2%	500	2%	-1%	8%	-2%	2%
Central Erin Mills	455	2%	455	2%	470	2%	475	2%	480	2%	1%	3%	1%	1%
Streetsville	445	2%	445	2%	445	2%	445	2%	440	2%	0.2%	0.4%	-0.4%	-1%
Clarkson-Lorne Park	400	2%	410	2%	415	2%	410	2%	410	2%	2%	1%	-2%	0%
Applewood	395	2%	400	2%	400	2%	370	2%	395	2%	2%	1%	-8%	6%
Hurontario	355	2%	360	2%	365	2%	365	2%	395	2%	1%	1%	0.3%	7%
Malton	345	2%	340	2%	355	2%	355	2%	350	2%	-1%	3%	0.3%	-1%
Lester B. Pearson	280	1%	360	2%	345	2%	350	2%	320	2%	23%	-4%	2%	-9%
Sheridan	265	1%	265	1%	265	1%	260	1%	280	1%	-2%	1%	-3%	6%
Rathwood	240	1%	245	1%	240	1%	240	1%	245	1%	2%	-2%	-0.4%	1%
Southdown	230	1%	255	1%	275	1%	260	1%	270	1%	11%	8%	-7%	3%
Erin Mills	200	1%	205	1%	220	1%	220	1%	220	1%	1%	8%	1%	-1%
Meadowvale	200	1%	220	1%	225	1%	230	1%	230	1%	9%	3%	1%	2%
East Credit	190	1%	210	1%	235	1%	240	1%	290	1%	9%	11%	2%	17%
Erindale	160	1%	160	1%	165	1%	160	1%	170	1%	-1%	3%	-2%	6%
Fairview	110	1%	125	1%	135	1%	130	1%	130	1%	13%	8%	-4%	-1%
Mineola	105	1%	110	1%	105	1%	105	0.5%	100	0.5%	4%	-2%	-3%	-6%
Creditview	70	0.3%	70	0.3%	70	0.3%	70	0.3%	70	0.3%	1%	1%	-1%	3%
Mississauga Valleys	70	0.3%	70	0.3%	75	0.4%	75	0.4%	80	0.4%	4%	5%	1%	5%
Lisgar	50	0.2%	50	0.2%	55	0.3%	65	0.3%	70	0.3%	2%	7%	15%	10%
Sheridan Park	50	0.2%	55	0.3%	60	0.3%	60	0.3%	60	0.3%	9%	7%	3%	-5%
Meadowvale Village	40	0.2%	50	0.2%	60	0.3%	60	0.3%	65	0.3%	14%	17%	2%	3%
Churchill Meadows	35	0.2%	35	0.2%	50	0.2%	65	0.3%	80	0.4%	8%	28%	25%	17%
Total	20,450	100%	20,620	100%	21,105	100%	20,840	100%	21,340	100%	1%	2%	-1%	2%

Numbers may not add due to rounding. Percentages are calculated based on unrounded figures.

4.0 KEY FINDINGS

This report presents a profile of employment and businesses in the City in 2007 and reviews employment and business growth trends. The principal findings of the report are as follows:

- Employment based on the 2007 Employment Survey was 390,405. When this figure is brought in line with the Census definition of employment to consider persons with multiple jobs and home-based businesses, the estimate of total employment is 416,300;
- The total employment estimate of 416,300 employees is a 6% difference from the City of Mississauga 2005 Growth Forecast projection of employment for June 2007 of 442,800 employees;
- Mississauga has an employment ratio of .59, that is, for every 100 residents of the City, there were 59 local jobs;
- There are approximately 24,140 fewer members of the Mississauga resident labour force than there are employment positions in the City of Mississauga. When unemployment is considered, it is estimated that Mississauga had a net imported labour force of 49,800 positions in 2007. This meets one of the population and employment objectives in Mississauga Plan, *"to continue to be a net importer of labour"*;
- Full-time employment was 90% of total employment and part-time employment was 10% of total employment in the City in 2007;
- A review of the total employment by Planning District finds that the four main concentrations are Meadowvale Business Park, Northeast-South, Northeast-West and Gateway-South, which represents approximately 40% of the total employment opportunities in the City in 2007;
- In 2007, the largest concentration of businesses was found in Northeast-West, Northeast-South, Northeast-North and Dixie;
- In terms of vacancies, the largest proportion of total city vacancies are found in districts that have the largest concentration of businesses such as Northeast-West, Northeast-South and Dixie;
- The City's employment profile continues to be dominated by small businesses. In 2007, 72% of the City's businesses were establishments of less than 20 employees while 43% had fewer than five employees;
- The largest portion of the employment base in Mississauga was in mid-sized firms between 20 and 300 employees. These firms represent 15% of the total number of businesses but constitute 47% of the work force;

- Most Planning Districts had a representation of businesses with less than 300 employees, which provides for a range of employment opportunities. Mississauga's Strategic Plan objective to maintain a variety of employment opportunities is addressed in this distribution of businesses;
- Most Planning Districts had businesses in all size ranges and from all employment sectors. This reflects the diversity of employment and business activity in the City. It addresses the Strategic Plan and Mississauga Plan initiatives for a dynamic and diverse economic base with a range of employment opportunities;
- The largest concentration of businesses in Mississauga was in the retail trade sector. A total of 13% of businesses and 7% of employment positions are in retailing establishments. The second and third largest sectors are wholesaling and manufacturing, respectively. Thirteen percent of businesses in the City are wholesale, accounting for 15% of all employees and 12% of business activities are in manufacturing, consisting of 20% of total employment. Transportation and warehousing has been highlighted in the report. While this sector is ranked eighth in terms of the number of businesses (5%), it has the third largest number of employees in Mississauga, making up 11% of the total employment;
- The four business sectors, retail trade, wholesale trade, manufacturing and transportation and warehousing, make up approximately 43% of businesses and 53% of employment positions in the City. Although these four industries comprise a substantial portion of total employment and businesses in the City, there is representation from all nineteen business sectors. The presence of firms in these sectors reflects the diversity of employment and business activity in the City and addresses the Strategic Plan initiative that Mississauga maintains a dynamic and diverse economic base;
- Employment density refers to the number of employees per geographic area, using the total employment of each traffic zone and the area of that traffic zone. The City's average gross employment density is 14 employees per hectare (5 employees per acre) and the average net employment density is 44 employees per hectare (18 per acre). The greatest concentrations of employment density are found in areas containing multiple storey buildings such as hospitals (the Credit Valley Hospital and the Trillium Health Centre), office buildings, and large retailing, wholesaling, manufacturing, and transportation and warehousing companies;
- From 2006 to 2007, total vacancies decreased by 8% or 180 vacancies with the proportion of vacancies at 10% of total businesses;
- There has been an increase in the number of businesses in the City from 2003 to 2007 by approximately 4.4%. However, some individual Planning Districts have experienced significant increases and decreases in the business count; and
- A comparison of Employment Survey data from 2006 to 2007 indicates an increase of 320 business sites and an increase of 2.5% in employment.

**(Appendix A:
Planning Districts)**

map

Appendix B: Employment Adjustment Factors

Residential Adjustment Factor

The residential adjustment factor of 6.917 was applied to businesses in Residential Districts with no employment data. This adjustment factor is the average number of employees for all businesses in Residential Districts, with less than 100 employees.

Employment Adjustment Factors

The following adjustment factors were applied to businesses with no employment data in each Employment District:

Planning District	Adjustment Factor
Airport Corporate	14.080
City Centre	9.480
Dixie	7.159
Gateway	14.110
Lester B. Pearson	8.803
Mavis-Erindale	9.330
Meadowvale Business Park	12.346
Northeast	9.794
Sheridan Park	22.567
Southdown	9.228
Western Business Park	9.073

The employment adjustment factor is the average number of employees for all businesses in each Planning District with less than 100 employees.

Appendix C: Businesses with 300+ Employees

Business Name	Street Address	Planning District
Businesses with 1000+ employees		
Accenture Inc.	5450 Explorer Dr	Airport Corporate
Air Canada	1 PIA	Lester B. Pearson
Atomic Energy of Canada Ltd. (AECL)	2251 Speakman Dr	Sheridan Park
Baylis Medical Company & OME Group	2645 Matheson Blvd E	Airport Corporate
Bell Canada	5115 Creekbank Rd	Northeast
Bell Mobility	5099 Creekbank Rd	Northeast
Canada Post - Gateway Postal Facility	4567 Dixie Rd	Northeast
Cara Operations	2498 Britannia Rd E	Lester B. Pearson
CFM Majestic Vermont Castings	2695 Meadowvale Blvd	Meadowvale Business Park
City of Mississauga (City Hall)	300 City Centre Dr	City Centre
Credit Valley Hospital, The	2200 Eglinton Ave W	Central Erin Mills
GlaxoSmithKline Inc.	7333 Mississauga Rd	Meadowvale Business Park
Greater Toronto Airports Authority	3111 Convair Dr	Lester B. Pearson
Group 4 Falck	5770 Hurontario St	Gateway
Hewlett-Packard (Canada) Co.	5150 Spectrum Way	Airport Corporate
Honeywell	3333 Unity Dr	Western Business Park
R B C Financial Group	6880 Financial Dr	Meadowvale Business Park
Royal Bank of Canada	6880 Financial Dr	Meadowvale Business Park
TD Bank Financial Group	4880 Tahoe Blvd	Northeast
Trillium Health Centre - Mississauga Site	100 Queensway W	Cooksville
University of Toronto at Mississauga - Erindale Campus	3359 Mississauga Rd	Erin Mills
Wal-Mart Canada Inc.	1940 Argentia Rd	Meadowvale Business Park
Businesses with 500-999 employees:		
1st Choice Staffing	6660 Kennedy Rd	Gateway
AstraZeneca Canada Inc.	1004 Middlegate Rd	Dixie
Bantrel	5925 Airport Rd	Northeast
C P I Plastics Group Ltd.	151 Courtneypark Dr W	Gateway
Canada Revenue Agency	5800 Hurontario St	Gateway
Cara	6299 Airport Rd	Northeast
Carlson Marketing Group	2845 Matheson Blvd E	Airport Corporate
Citigroup	2920 Matheson Blvd E	Airport Corporate
Commercial Spring & Tool Co. Ltd.	160 Watline Ave	Gateway
Edulinx Canada Corp.	2 Robert Speck Pky	City Centre
FedEx Canada Ltd.	6895 Bramalea Rd	Lester B. Pearson
General Electric Canada	2300 Meadowvale Blvd	Meadowvale Business Park
Hatch	2800 Speakman Dr	Sheridan Park
Ingram Micro Inc.	55 Standish Crt	Gateway
Intria Items Inc. (Processing Centre)	155 Britannia Rd E	Gateway
Loblaw Companies East	6363 Millcreek Dr	Meadowvale Business Park

Business Name	Street Address	Planning District
Loyalty Management Group	5055 Satellite Dr	Airport Corporate
Maple Leaf Consumer Foods	6985 Financial Dr	Meadowvale Business Park
Matrix Logistics Services Ltd.	6941 Kennedy Rd	Gateway
Maxxam Analytics Inc.	6740 Campobello Rd	Meadowvale Business Park
Mississauga Transit	975 Central Pky W	Mavis-Erindale
NAV Canada	6055 Midfield Rd	Lester B. Pearson
Ontario Energy Savings Corp.	6345 Dixie Rd	Northeast
Oracle Corp. Canada	100 Milverton Dr	Gateway
Patheon Inc.	7070 Mississauga Rd	Meadowvale Business Park
Personal Insurance Company of Canada/Certas Direct Insurance Company	3 Robert Speck Pky	City Centre
Purolator Courier Ltd.	5995 Avebury Rd	Gateway
Royal & SunAlliance Insurance Co.	2225 Erin Mills Pky	Sheridan
S C M Supply Chain Management	6800 Maritz Dr	Gateway
Stackpole Ltd. - Automotive Gear Division	2430 Royal Windsor Dr	Southdown
Symcor	1 Robert Speck Pky	City Centre
Symcor Inc.	1625 Tech Ave	Northeast
United Technologies Pratt & Whitney Canada Inc.	1801 Courtneypark Dr E	Northeast
Winners Merchant LP	3185 American Dr	Northeast
Winners Merchants Inc.	6715 Airport Rd	Northeast
Xerox Flextronics Canada Ltd.	3060 Caravelle Dr	Northeast
Businesses with 300-499 employees:		
Amhil Enterprises	400 Traders Blvd E	Gateway
Baxter Corp.	4 Robert Speck Pky	City Centre
Bell World	5055 Satellite Dr	Airport Corporate
Booth Centennial Healthcare Linen Services	6580 Northwest Dr	Northeast
Broan-Nutone Canada Inc.	1140 Tristar Dr	Northeast
C C S I Technology Solutions	2480 Meadowvale Blvd	Meadowvale Business Park
C G I Information Systems & Management Consultants	2480 Meadowvale Blvd	Meadowvale Business Park
C M L Healthcare Inc.	6560 Kennedy Rd	Gateway
Cabano Kingsway Transport	1100 Haultain Crt	Northeast
Canadian Pacific Railway	1290 Central Pky W	Mavis-Erindale
Canon Canada Inc.	6390 Dixie Rd	Northeast
Cara Operation Ltd.	6303 Airport Rd	Northeast
Chubb Security Systems	5201 Explorer Dr	Airport Corporate
CIBA Vision Sterile Manufacturing Ltd.	6515 Kitimat Rd	Meadowvale Business Park
Coatings 85 Ltd.	7007 Davand Dr	Northeast
Collins & Aikman Plastics Ltd.	590 Abilene Dr	Gateway
Consolidated Aviation Fuelling of Toronto Ltd.	5600 Silver Dart Dr	Lester B. Pearson
Corporate Express Canada Inc.	550 Pendant Dr	Gateway
Coseco Insurance Inc.	5600 Cancross Crt	Gateway
Cryovac- Sealed Air (Canada) Inc.	2365 Dixie Rd	Dixie
Daimler Chrysler	350 Hazelhurst Rd	Southdown
Deloitte & Touche L L P	1 City Centre Dr	City Centre
Delta Meadowvale Resort & Conference Centre	6750 Mississauga Rd	Meadowvale Business Park

Business Name	Street Address	Planning District
Dufferin Peel Catholic District School Board (Catholic Education Centre)	40 Matheson Blvd W	Gateway
E.I. Du Pont Canada Company	7070 Mississauga Rd	Meadowvale Business Park
Emergis Inc.	5090 Explorer Dr	Airport Corporate
Erinoak	2277 South Millway	Erin Mills
Faurecia Automotive Seating Canada Ltd.	6141 Vipond Dr	Northeast
Federal Express Canada Ltd.	5985 Explorer Dr	Airport Corporate
G N Johnston Equipment Co. Ltd.	5990 Avebury Rd	Gateway
Garland Commercial Ranges Ltd.	1177 Kamato Rd	Northeast
General Mills Corp.	5825 Explorer Dr	Airport Corporate
H B Group Insurance Management Ltd.	5600 Cancross Crt	Gateway
Hoffmann-La Roche Ltd.	2455 Meadowpine Blvd	Meadowvale Business Park
I M A X Corp.	2525 Speakman Dr	Sheridan Park
Indalex Ltd.	5675 Kennedy Rd	Gateway
Independent Electricity System Operator	2635 Lakeshore Rd W	Southdown
International Automotive Components	3100 Caravelle Dr	Northeast
Johnson Controls Mississauga LP	6450 Cantay Rd	Gateway
Kingsway General Insurance Company	7120 Hurontario St	Gateway
Kuehne + Nagel International Ltd.	5800 Hurontario St	Gateway
Livingston International Inc.	6725 Airport Rd	Northeast
M D S Pharma Services	1980 Matheson Blvd E	Northeast
Maritz Canada Inc.	6900 Maritz Dr	Gateway
Metroland Media Group Ltd.	3125 Wolfedale Rd	Mavis-Erindale
Microsoft Canada Co.	1950 Meadowvale Blvd	Meadowvale Business Park
Ministry of Finance	77 City Centre Dr	City Centre
Mississauga Seating Systems	400 Courtneypark Dr E	Gateway
Moore Canada	6100 Vipond Dr	Northeast
Morguard Investments Ltd. - Property Management Office	55 City Centre Dr	City Centre
Mother Parker's Tea & Coffee Inc.	2531 Stanfield Rd	Dixie
NexInnovations Inc.	5700 Explorer Dr	Airport Corporate
Orenda Aerospace Corp.	3160 Derry Rd E	Northeast
P C L Constructors Canada Inc.	2085 Hurontario St	Cooksville
Pacific Western Transportation Ltd.	6999 Ordan Dr	Northeast
Panasonic Canada Inc.	5770 Ambler Dr	Northeast
Peel Children's Aid	6860 Century Ave	Meadowvale Business Park
Peel District School Board	5650 Hurontario St	Gateway
Peel Region Police	180 Derry Rd E	Gateway
Pepsi Bottling Group, The	5900 Falbourne St	Gateway
Petro-Canada Business Centre	2489 North Sheridan Way	Sheridan Park
Petro-Canada Lubricants	385 Southdown Rd	Southdown
Plastcoat	1200 Meyerside Dr	Northeast
PPG Canada Inc.	880 Avonhead Rd	Southdown
Premier Candle Corp.	960 Britannia Rd E	Northeast
Psion Teklogix Inc.	2100 Meadowvale Blvd	Meadowvale Business Park
Quantum Management Services Ltd.	33 City Centre Dr	City Centre

Business Name	Street Address	Planning District
Redknee Inc.	2560 Matheson Blvd E	Airport Corporate
Rexel Canada Electrical Inc.	5600 Keaton Cres	Gateway
Rollstar Metal Forming	6655 Northwest Dr	Northeast
Rosedale Group, The	6845 Invader Cres	Northeast
Rubbermaid Canada Inc.	2550 Stanfield Rd	Dixie
Salcros Maintenance Contractors Ltd.	7331 Bramalea Rd	Northeast
Samuel Son & Co., Ltd.	2360 Dixie Rd	Dixie
Shopping Channel, The	59 Ambassador Dr	Gateway
Skyservice Airlines	3 PIA	Lester B. Pearson
Sobeys Ontario	6355 Viscount Rd	Northeast
SS&C Technologies	5255 Orbitor Dr	Airport Corporate
Super Pufft Snacks Corp.	880 Gana Crt	Northeast
Sysco Food Services of Toronto Inc.	7055 Kennedy Rd	Gateway
Tech Data Canada Inc.	6911 Creditview Rd	Meadowvale Business Park
The Brick	6765 Kennedy Rd	Gateway
Trans X Ltd.	7225 Transmark Crt	Northeast
Transportation and Works Department	3185 Mavis Rd	Cooksville
Wal-Mart	100 City Centre Dr	City Centre
Wells Fargo Financial Corporation Canada	55 Standish Crt	Gateway
World Vision Canada	1 World Dr	Gateway

Note: The businesses in this table are those with 300 or more employees as illustrated in Map 2. The table and map do not include businesses with a combined total of 300 or more employees in multiple locations across the City.

Appendix D: NAICS Descriptions

NAICS

The NAICS (North American Industry Classification System) is a classification system used to describe businesses' economic activities. There are nineteen business sectors listed. These sectors are described below.

Accommodation and Food Services (NAICS Code 72)

This sector comprises establishments primarily engaged in providing short-term lodging and complementary services to travellers, vacationers and others. These facilities include hotels, motor hotels, resorts, motels, casino hotels, bed and breakfast accommodation, housekeeping cottages and cabins, recreational vehicle parks and campgrounds, hunting and fishing camps, and various types of recreational and adventure camps. This sector also comprises establishments primarily engaged in preparing meals, snacks and beverages, to customer order, for immediate consumption on and off the premises.

Administrative and Support and Waste Management (NAICS Code 56)

This sector comprises of establishments primarily engaged in activities that support the day-to-day operations of other organizations, and those primarily engaged in waste management activities.

Arts, Entertainment and Recreation (NAICS Code 71)

This sector comprises establishments primarily engaged in operating facilities or providing services to meet the cultural, entertainment and recreational interests of their patrons. These establishments produce, promote or participate in live performances, events or exhibits intended for public viewing and they preserve and exhibit objects and sites of historical, cultural or educational interest. This sector also includes facilities that provide services for patrons to participate in sports, recreational activities or pursue amusement, hobbies and leisure-time interests.

Construction (NAICS Code 23)

This sector comprises establishments primarily engaged in constructing, repairing and renovating buildings and engineering works, and in subdividing and developing land. They may operate on their own account or under contract to other establishments, producing complete projects or just parts of projects. Establishments often subcontract some or all of the work involved in a project; they may produce new construction, or undertake repairs and renovations to existing structures.

Educational Services (NAICS Code 61)

This sector comprises establishments primarily engaged in providing instruction and training in a wide variety of subjects. This instruction and training is provided by specialized establishments, such as schools, colleges, universities and training centres. These establishments may be privately owned and operated, either for profit or not, or they may be publicly owned and operated and may offer food and accommodation services to their students.

Finance and Insurance (NAICS Code 52)

This sector comprises establishments primarily engaged in financial transactions (that is, transactions involving the creation, liquidation, or change in ownership of financial assets) or in facilitating financial transactions.

Health Care and Social Assistance (NAICS Code 62)

This sector comprises establishments primarily engaged in providing health care by diagnosis and treatment, providing residential care for medical and social reasons, and providing social assistance, such as counselling, welfare, child protection, community housing and food services, vocational rehabilitation and child care.

Information and Cultural Industries (NAICS Code 51)

This sector comprises establishments primarily engaged in creating and disseminating (except by wholesale and retail methods) information and cultural products, such as written works, musical works or recorded performances, recorded dramatic performances, software and information databases, or providing the means to disseminate them. This includes establishments that provide access to equipment and expertise to process.

Management of Companies and Enterprises (NAICS Code 55)

This industry comprises establishments primarily engaged in managing companies and enterprises and/or holding the securities or financial assets of companies and enterprises, for the purpose of owning a controlling interest in them and/or influencing their management decisions. They may undertake the function of management, or they may entrust the function of financial management to portfolio managers.

Manufacturing (NAICS Codes 31-33)

The sector comprises establishments engaged in physical or chemical transformation of materials or substances into new products. Products may be finished (ready for use or consumption), or semi-finished (ready for another business to further manufacture). Related activities such as assembly of component parts, blending and finishing of products (by dyeing, heat treating or plating) are also considered manufacturing. Manufacturing firms are also known as plants, factories or mills.

Other Services (NAICS Code 81)

This sector comprises establishments, not classified to any other sector. They are primarily engaged in repairing, or performing general or routine maintenance, on motor vehicles, machinery, equipment and other products to ensure that they work efficiently. These establishments may provide personal care services, funeral services, laundry services and other services to individuals (such as pet care services and photo finishing services). Also included are businesses that organize and promote religious activities, support various causes through grant-making, promote various social and political causes, and promote and defend the interests of their members.

Primary Industry (NAICS Codes 11 and 21)

This sector includes Agriculture, Forestry, Fishing and Hunting, and Mining and Oil and Gas Extraction.

Agriculture, Forestry, Fishing and Hunting:

This sector comprises establishments primarily engaged in growing crops, raising animals, harvesting timber, harvesting fish and other animals from their natural habitats and providing related support activities.

Mining and Oil and Gas Extraction:

This sector comprises establishments primarily engaged in extracting naturally occurring minerals. These can be solids (such as coal and ores), liquids (such as crude petroleum), and gases (such as natural gas). Mining includes quarrying, well operations, milling and other preparation customarily done at the mine site, or as a part of mining activity. Establishments engaged in exploration for minerals, development of mineral properties and mining operations are included in this sector.

Professional, Scientific and Technical Services (NAICS Code 54)

This sector comprises establishments primarily engaged in activities in which human capital is the major input. These establishments make available the knowledge and skills of their employees, often on an assignment basis. The individual industries of this sector are defined on the basis of the particular expertise and training of the service provider.

Public Administration (NAICS Code 91)

This sector comprises establishments primarily engaged in activities of a governmental nature, that is, the enactment and judicial interpretation of laws and their pursuant regulations, and the administration of programs based on them. This includes legislative activities, taxation, national defence, public order and safety, immigration services, foreign affairs and international assistance, and the administration of government programs.

Real Estate and Rental and Leasing (NAICS Code 53)

This sector comprises establishments primarily engaged in renting, leasing or otherwise allowing the use of tangible or intangible assets. Establishments included are those primarily engaged in managing, renting and/or buying of real estate for others and appraising real estate.

Retail Trade (NAICS Codes 44-45)

The retail trade sector comprises establishments engaged in retailing merchandise generally without transformation and rendering services incidental to the sale of merchandise.

Transportation and Warehousing (NAICS Code 48-49)

The transportation and warehousing sector comprises businesses engaged in transporting passengers and goods, warehousing and storing goods, and providing services to these establishments. Transportation can be by road, rail, water, air or pipeline. This sector also includes national post office and courier businesses.

Utilities (NAICS Code 22)

This sector comprises establishments primarily engaged in operating electric, gas and water utilities. These establishments generate, transmit, control and distribute electric power, distribute natural gas, treat and distribute water, operate sewer systems and sewage treatment facilities, and provide related services, generally through a permanent infrastructure of lines, pipes and treatment and processing facilities.

Wholesale Trade (NAICS Code 41)

This sector comprises establishments primarily engaged in wholesaling merchandise and providing related logistics, marketing and support services. The wholesaling process is generally an intermediate step in the distribution of merchandise; many wholesalers are organized to sell merchandise in large quantities to retailers, and business and institutional clients. These may also include suppliers of non-consumer capital goods that sell merchandise in single units to final users.

Source: Statistics Canada, North American Industry Classification System, 2002

**(Appendix E:
Traffic Zones)**

map

Appendix F: Employment Density Calculations

Traffic Zone	Gross Density		Net Density	
	Employees per Hectare	Employees per Acre	Employees per Hectare	Employees per Acre
1	36.6	14.8	60.7	24.6
2	1.9	0.8	18.6	7.5
3	0.9	0.4	25.1	10.1
4	1.7	0.7	17.6	7.1
5	61.8	25.0	140.1	56.7
6	1.5	0.6	23.2	9.4
7	5.8	2.3	38.0	15.4
8	65.3	26.4	94.5	38.2
9	32.8	13.3	52.8	21.4
10	2.6	1.1	24.7	10.0
11	59.5	24.1	79.4	32.1
12	45.4	18.4	67.4	27.3
13	209.2	84.7	276.9	112.1
14	5.7	2.3	24.1	9.8
15	1.3	0.5	24.1	9.7
16	2.9	1.2	41.5	16.8
17	3.3	1.4	36.7	14.8
18	32.2	13.0	75.7	30.6
19	0.7	0.3	24.4	9.9
20	5.1	2.1	26.6	10.8
21	26.9	10.9	43.3	17.5
22	6.6	2.7	69.6	28.2
23	1.8	0.7	45.2	18.3
24	16.7	6.8	48.5	19.2
25	5.3	2.2	5.7	2.3
26	27.5	11.1	39.5	16.0
27	23.1	9.3	31.1	12.6
28	1.6	0.7	12.5	5.0
29	1.9	0.8	17.4	7.0
30	6.6	2.7	40.8	16.5
31	7.5	3.0	17.7	7.2
32	216.4	87.6	311.6	126.1
33	31.4	12.7	72.5	29.3
34	18.6	7.5	46.6	18.9
35	15.8	6.4	55.5	22.5
36	0.7	0.3	20.4	8.2
37	0.3	0.1	10.9	4.4
38	3.0	1.2	26.8	10.9

Traffic Zone	Gross Density		Net Density	
	Employees per Hectare	Employees per Acre	Employees per Hectare	Employees per Acre
39	8.5	3.4	14.9	6.0
40	2.7	1.1	50.6	20.5
41	3.4	1.4	50.3	20.4
42	11.1	4.5	60.4	24.4
43	7.1	2.9	45.6	18.4
44	3.2	1.3	45.9	18.6
45	1.4	0.6	14.4	5.8
46	0.6	0.2	17.9	7.2
47	0.5	0.2	39.2	15.9
48	2.8	1.1	30.5	12.4
49	3.2	1.3	31.5	12.8
50	3.4	1.4	37.5	15.2
51	3.8	1.5	67.9	27.5
52	0.6	0.2	32.3	13.1
53	5.3	2.1	44.7	18.1
54	1.8	0.7	31.0	12.5
55	2.4	1.0	32.4	13.1
56	0.9	0.4	18.8	7.6
57	13.8	5.6	60.1	24.3
58	4.7	1.9	39.7	16.1
59	14.7	5.9	52.1	21.1
60	37.8	15.3	45.7	18.5
61	20.4	8.3	39.1	15.8
62	20.1	8.1	55.6	22.5
63	1.5	0.6	15.9	6.4
64	3.3	1.3	29.0	11.7
65	19.2	7.8	53.3	21.6
66	20.1	8.1	56.6	22.9
67	13.6	5.5	79.4	32.1
68	2.5	1.0	37.1	15.0
69	4.3	1.8	30.6	12.4
70	17.5	7.1	45.5	18.4
71	25.5	10.3	57.2	23.2
72	23.2	9.4	154.8	62.6
73	1.0	0.4	16.4	6.6
74	3.1	1.2	25.8	10.5
75	5.2	2.1	33.3	13.5
76	0.7	0.3	22.2	9.0
77	1.5	0.6	34.8	13.9
78	1.5	0.6	32.2	13.0
79	70.4	28.5	139.9	56.6
80	2.6	1.1	38.0	15.4

Traffic Zone	Gross Density		Net Density	
	Employees per Hectare	Employees per Acre	Employees per Hectare	Employees per Acre
81	1.7	0.7	38.8	15.7
82	1.4	0.6	39.4	15.9
83	1.9	0.8	38.7	15.7
84	3.3	1.3	39.6	16.0
85	1.0	0.4	31.4	12.7
86	7.8	3.2	111.1	45.0
87	2.4	1.0	36.0	14.6
88	3.0	1.2	24.4	9.9
89	2.3	0.9	23.6	9.5
90	5.7	2.3	43.3	17.5
91	1.4	0.6	25.7	10.4
92	20.6	8.3	29.2	11.8
93	42.8	17.3	66.6	26.9
94	3.2	1.3	37.8	15.3
95	24.0	9.7	38.0	15.4
96	20.8	8.4	38.1	15.4
97	3.6	1.5	10.8	4.4
98	18.8	7.6	48.2	19.5
99	51.4	20.8	101.7	40.6
100	41.1	16.6	55.9	22.6
101	41.4	16.7	69.2	28.0
102	102.6	41.5	192.5	77.9
103	33.3	13.5	47.1	19.1
104	37.7	15.3	51.9	21.0
105	31.2	12.6	46.1	18.7
106	34.6	14.0	51.9	21.0
107	20.1	8.1	26.6	10.8
108	0.6	0.2	1.8	0.7
109	25.1	10.1	26.4	10.7
110	44.6	18.1	59.8	24.2
111	18.5	7.5	35.8	14.6
112	3.0	1.2	35.5	14.4
113	23.6	9.5	37.3	15.1
114	1.9	0.8	30.1	12.2
115	6.9	2.8	42.7	17.3
116	1.6	0.6	31.6	12.8
117	8.7	3.5	29.6	12.0
118	3.0	1.2	38.4	15.5
119	5.6	2.2	38.7	15.7
120	15.0	6.1	39.6	16.0
121	31.9	12.9	66.3	26.9
122	1.2	0.5	21.5	8.7

Traffic Zone	Gross Density		Net Density	
	Employees per Hectare	Employees per Acre	Employees per Hectare	Employees per Acre
209	2.8	1.1	29.7	12.0
210	0.4	0.2	16.9	6.9
211	0.6	0.2	11.8	4.8
212	0.8	0.3	18.3	7.4
213	12.2	4.9	59.9	24.2
214	0.7	0.3	15.8	6.4
215	160.4	64.9	545.3	220.7
216	1.9	0.8	2.0	0.8
City Wide Average	14	5	44	18

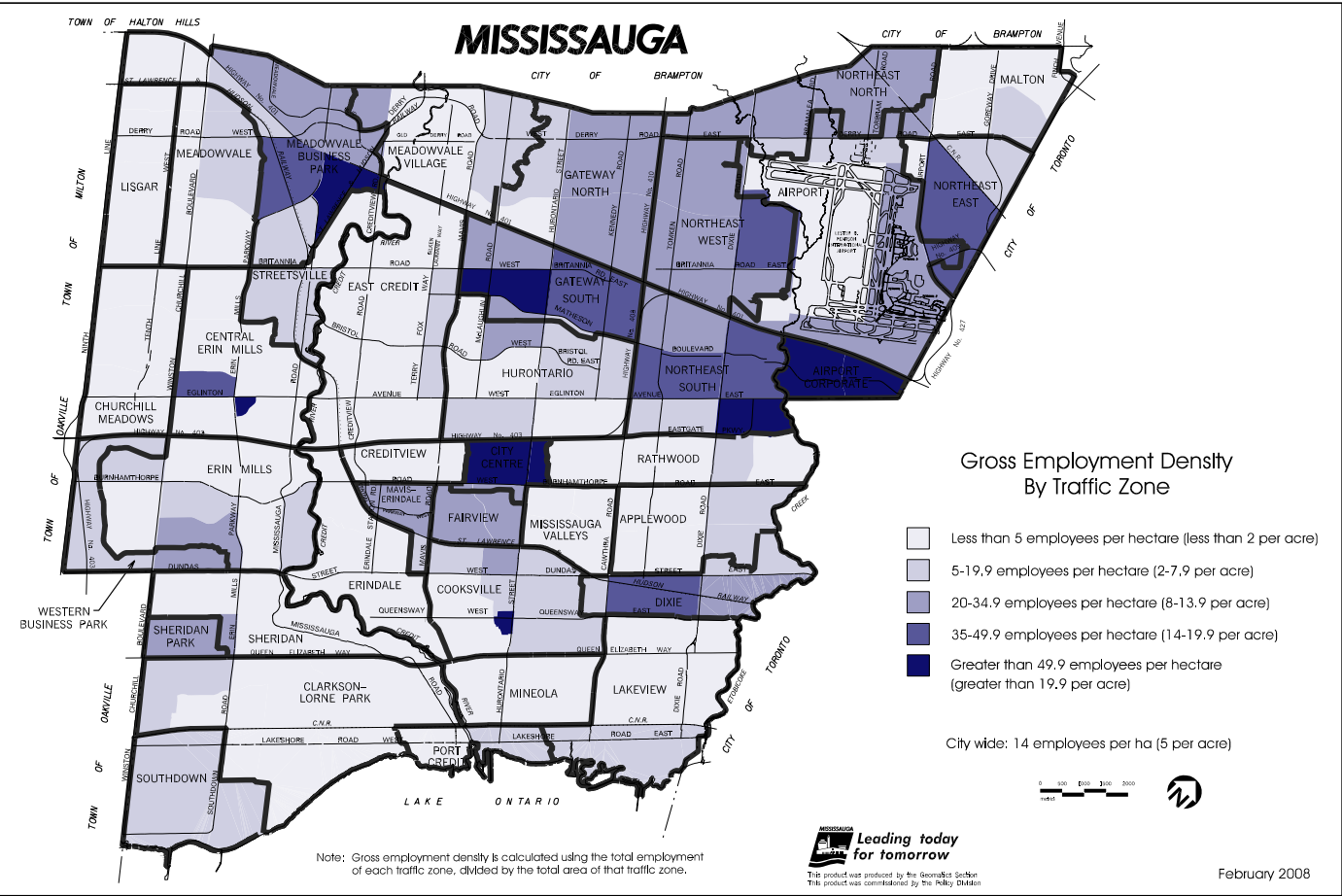


Photo: Communication, Culture and Technology Building, University of Toronto at Mississauga, 3359 Mississauga Rd

The full 2007 Employment Profile report and this newsletter can be viewed on the internet at: www.mississauga.ca

For additional information please contact:
City of Mississauga, Planning and Building Department
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Mississauga, Ontario, L5B 3C1

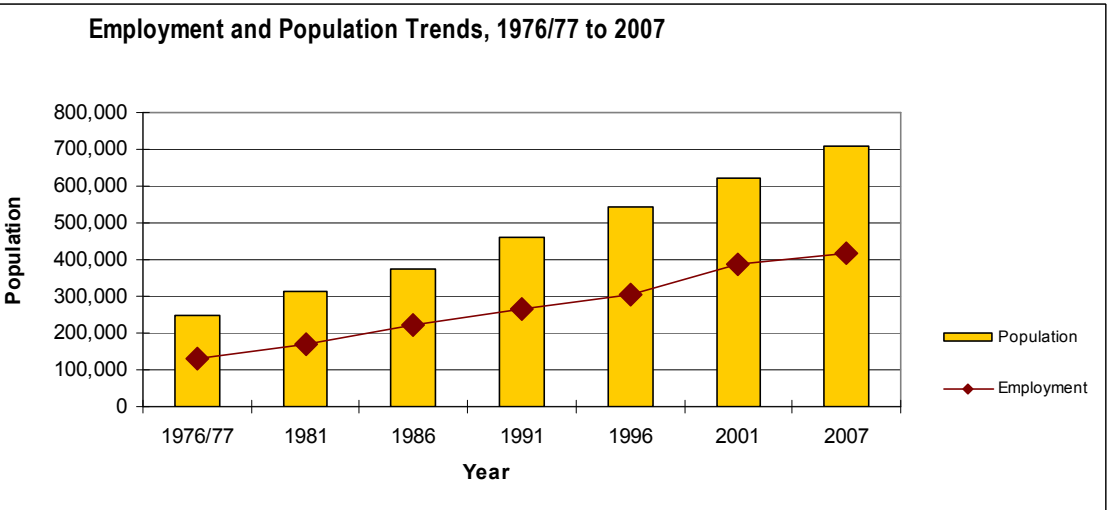


City of Mississauga, Planning and Building Department
2007 Employment Profile

This newsletter presents a profile of employment and business activities in the City of Mississauga in 2007. It discusses employment levels, existing businesses and vacancies.

The data in this report are based on information from the Mississauga Employment Database and the 2007 Employment Survey. The Employment Survey, a joint effort by the Planning and Building Department and the Economic Development Office, is conducted annually. The data are used for a variety of purposes, including monitoring the goals and objectives of the Strategic and the Official Plan, forecasting and planning for future needs, attracting businesses to the City, retention programs for existing businesses and development of future economic strategies.

The results of the 2007 Employment Survey counted 390,405¹ employment positions in 2007. Employment data for 88% of the 21,340² operating businesses were obtained. When the employment figure of 390,405 is brought in line with the Census definition of employment to consider persons with multiple jobs and to include home-based businesses, the estimate of total employment is 416,300³.



Sources: Census of Canada, City of Mississauga Employment Survey, 2005 Growth Forecast
Note: Employment information is from the City of Mississauga Employment Survey except for 1991 which is from the Census of Canada Journey to Work data and 2007 which is the 2007 Employment Survey figure brought in line with the Census definition of employment. The population information is from the Census of Canada, with the exception of 2007 which is the City of Mississauga 2005 Growth Forecast projection of population for June 2007.

¹ Employment was estimated based on data contained in the Mississauga Employment Database, data from the 2007 Employment Survey, and estimates made for businesses for which employment data were not available. Part-time positions have been converted to full-time equivalents, based on the assumption that two part-time positions are equivalent to one full-time position. This does not include home-based businesses.

² The Canadian Business Patterns, prepared by Statistics Canada, reports approximately 56,100 businesses in the City of Mississauga as of June 2007, with 34,000 of these businesses reporting no employment. When the number of businesses with no employment is subtracted from the total, the figure derived is approximately the number of operating businesses noted in this report.

³ The following modifications were made to the the 2007 Employment Survey employment to reflect the Census definition of employment: 40% of total part-time employment was excluded to account for individuals holding multiple jobs and 80% of the estimated home-based businesses in the City of Mississauga in 2007 (based on the 2001 Census) was added. Home-based businesses are assumed to be 4% of the resident labour force.

2007 Employment Profile

The City of Mississauga has had steady growth in employment over the last twenty-nine years. In 2007 Mississauga remained a net importer of labour and continued to experience increases in the number of business sites. Historically, employment increased from 132,000 in 1977 to 416,300 in 2007 (215%). Population has kept pace increasing from approximately 250,000 in 1976 to 707,000 in 2007 (183%). In comparing Employment Survey results (with no adjustment for census definition of employment) from 2006 and 2007, the 2007 Employment Survey found 320 more businesses sites than in 2006. An increase in employment of 2.5% was observed from 2006 to 2007. This increase is attributed in part to existing businesses within the City expanding such as Air Canada, Credit Valley Hospital and Symcor.

Mississauga has an employment ratio of .59. That is, for every 100 residents of the City, there were 59 local jobs. With a participating labour force of 392,160 and employment of 416,300, Mississauga must import a net labour force of approximately 24,140 persons. When consideration is made for a portion of the participating labour force that is unemployed, about 6.5%, the imported labour force increases to approximately 49,800 persons.

A review of the total employment by Planning District finds that the four main concentrations are Meadowvale Business Park, Northeast-South, Northeast-West, and Gateway-South, which represent approximately 40% of the total employment opportunities in the City in 2007.

Ppulation, Total Employment and Resident Labour Force, 2007*	
Employment from the 2007 Employment Survey	390,405
Census Adjustment ^a	25,895
Total Employment ^b	416,300
Total Population ^c	707,000
Resident Labour Force ^d	553,900
Participating Labour Force ^e	392,160
Employed Labour Force	366,500
Unemployed Labour Force ^f	25,660
Employment Ratio ^g	.59
Difference Between Total Employment and Participating Labour Force	24,140
Labour Import ^h	49,800

*Numbers have been rounded

^a This figure accounts for multiple part-time jobs and home-based businesses.

^b This figure represents the 2007 Employment Survey total plus the Census adjustment.

^c Population figure is the 2005 Growth Forecast projection for June 2007 including the census undercount.

^d The Resident Labour Force is from the 2006 Census of Canada Labour Market Activity data released in March 2008 multiplied by the 2001Census undercount of 4%.

^e Participating Labour Force is from the 2006 Census of Canada Labour Market Activity data released in March 2008 multiplied by the 2001Census undercount of 4%.

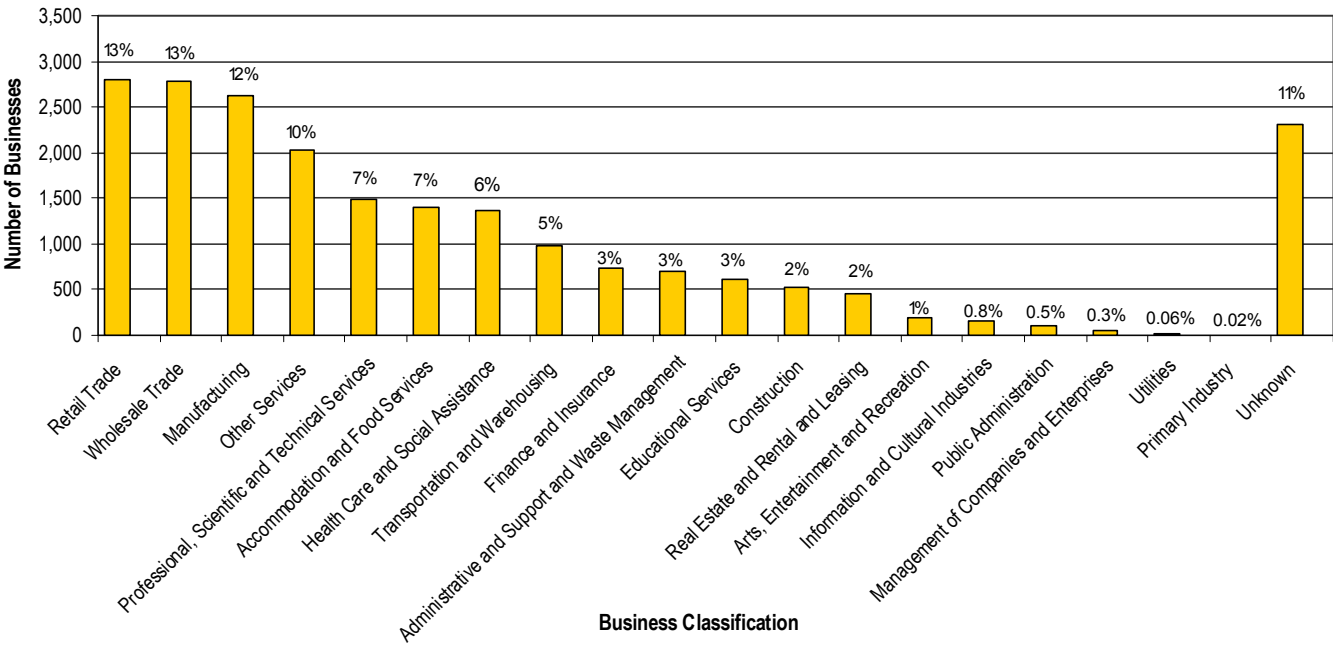
^f Unemployed Labour Force is from the 2006 Census of Canada Labour Market Activity data released in March 2008 indicating an unemployment rate of 6.5% multiplied by the 2001Census undercount of 4%.

^g Employment Ratio is total employment divided by the total population.

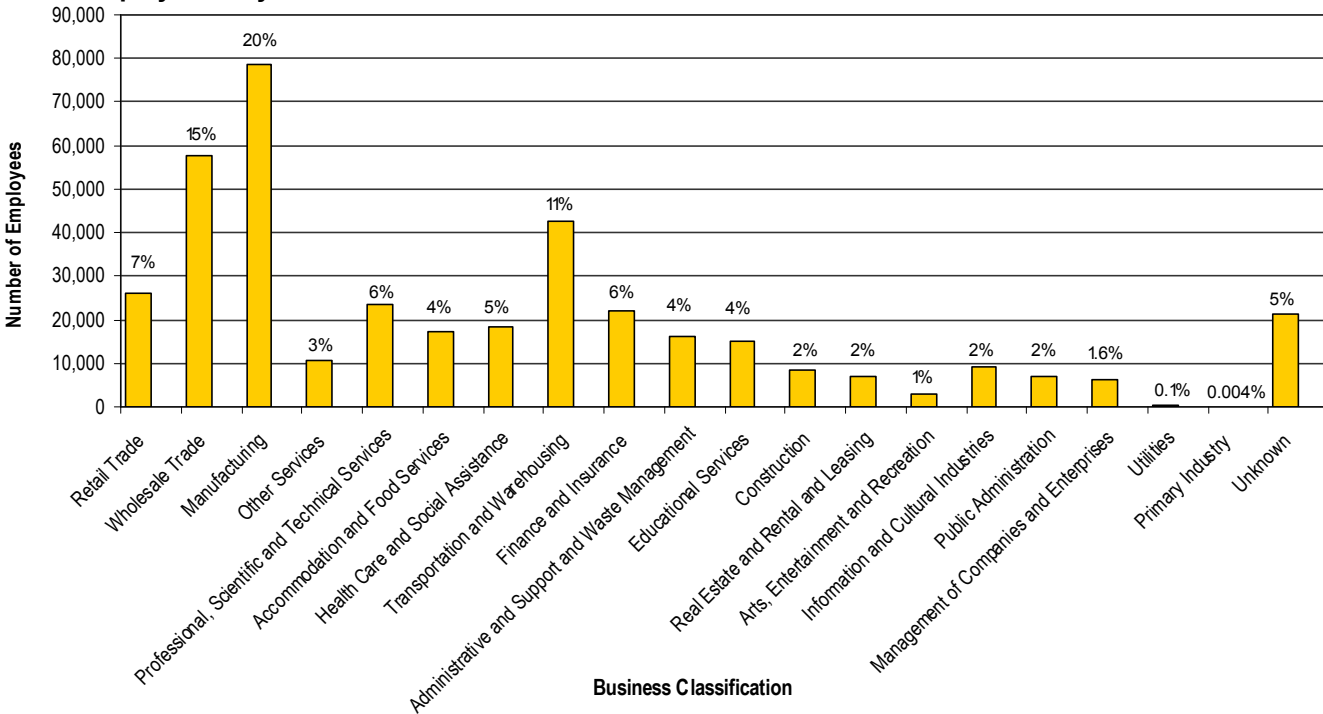
^h Labour Import refers to the total employment positions minus the employed labour force.

Mississauga, Leading Today for Tomorrow

Businesses by Business Classification, 2007



Employment by Business Classification, 2007



The "Unknown" are businesses where a NAICS code is not assigned.

Businesses and Employment by Business Classification, 2007*				
Business Classification	# of Businesses	% of Businesses	# of Employees	% of Employees
Retail Trade	2,800	13%	26,135	7%
Wholesale Trade	2,775	13%	57,655	15%
Manufacturing	2,625	12%	78,680	20%
Other Services	2,035	10%	10,650	3%
Professional, Scientific and Technical Services	1,480	7%	23,470	6%
Accommodation and Food Services	1405	7%	17,170	4%
Health Care and Social Assistance	1365	6%	18,430	5%
Transportation and Warehousing	980	5%	42,530	11%
Finance and Insurance	740	3%	22,120	6%
Administrative and Support and Waste Management	700	3%	16,240	4%
Educational Services	615	3%	15,060	4%
Construction	520	2%	8,430	2%
Real Estate and Rental and Leasing	455	2%	6,975	2%
Arts, Entertainment and Recreation	200	1%	2,910	1%
Information and Cultural Industries	165	0.8%	9,130	2%
Public Administration	100	0.5%	6860	1.8%
Management of Companies and Enterprises	55	0.3%	6275	1.6%
Utilities	10	0.06%	410	0.1%
Primary Industry	5	0.02%	15	0.004%
Unknown	2,310	11%	21,260	5%
Total	21,340	100%	390,405	100%

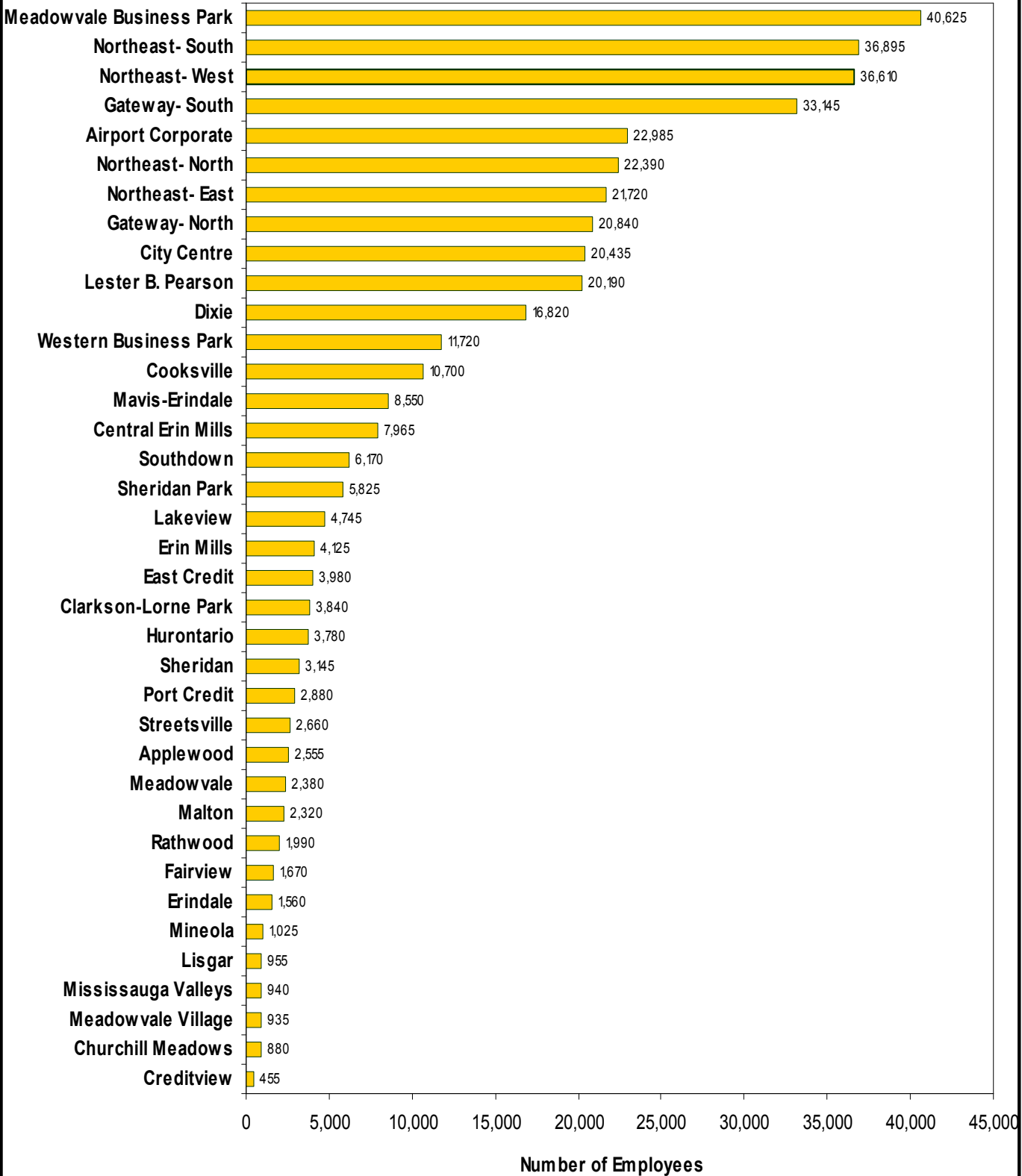
Numbers may not add due to rounding. The unknown classification are businesses where a NAICS code is not assigned. Does not include home-based businesses.

Employment Density

Employment density refers to the number of employees in a geographic area, using the employment information of each traffic zone and the area of that traffic zone. The City’s average gross employment density is 14 employees per hectare (5 employees per acre). Gross area includes all land uses, whether they are developed or undeveloped (such as natural areas). Higher gross employment densities are noticeable in the employment districts and along highways and major roads (see map on page 8). The City’s average net density is 44 employees per hectare (18 per acre). Net area includes lands developed for commercial, office, industrial, community/cultural, places of religious assembly, public/institutional and school land uses, but excludes lands that do not generate employment such as residential, open space, natural areas, roads and vacant land uses.

It is not surprising to find that the traffic zones with multiple storey buildings are areas of high employment concentration. The Credit Valley Hospital located at Erin Mills Parkway and Eglinton Avenue West and the Trillium Health Centre at Hurontario Street and Queensway West are in traffic zones that have large concentrations of employment. In the City Centre, office centres that have multiple office buildings such as the Sussex Centre, Mississauga Executive Centre and the Village Offices of Sherwoodtowne, and shopping centres such as Square One have high employment densities. Other high density employment areas include large employers such as Hewlett-Packard, Citigroup, Accenture, Loyalty Management Group, Baylis Medical Company & OME Group, Nex Innovations and Federal Express Canada in Airport Corporate as well as Royal Bank of Canada, GlaxoSmithKline, Wal-Mart, Maple Leaf Foods and Maxxam Analytics in Meadowvale Business Park.

Employment by Planning District, 2007



Businesses and Vacancies

There were 21,340⁴ businesses operating in Mississauga in 2007. In addition, the 2007 Employment Survey recorded a total of 2,380 vacancies⁵. Ten percent of total business sites were vacant. Northeast-West has the largest concentration of businesses followed by Northeast-South, Northeast-North and Dixie. The largest proportion of total City vacancies were found in Northeast-West, Northeast-South, Northeast-North and Dixie, however, when considering vacancies as a percent of total business sites within a planning district, Northeast-East, Mineola, Northeast-West, Gateway-North and Airport Corporate, emerge as the districts with the highest vacancies. It should be noted that some vacancies represent new construction where tenants have not yet occupied the premises.

Businesses and Vacancies* by Planning District in 2007						
Planning District	Total Business Sites	Businesses		Vacancies		
		# of Businesses	% of Businesses	# of Vacancies	% of City Vacancies	% of Vacancies in each Planning District
Northeast- West	2,605	2,220	10%	385	16%	15%
Northeast- South	2,305	2,075	10%	235	10%	10%
Northeast- North	1,740	1,560	7%	175	7%	10%
Dixie	1,665	1,485	7%	180	8%	11%
Meadowvale Business Park	1,390	1,275	6%	115	5%	8%
Gateway- South	1,225	1,105	5%	120	5%	10%
Cooksville	1,200	1,085	5%	115	5%	10%
City Centre	1,155	1,050	5%	105	4%	9%
Western Business Park	1,120	990	5%	130	5%	12%
Northeast- East	840	685	3%	155	6%	18%
Gateway- North	665	575	3%	90	4%	14%
Airport Corporate	665	570	3%	95	4%	14%
Lakeview	585	525	2%	60	3%	10%
Port Credit	545	500	2%	50	2%	9%
Mavis-Erindale	555	490	2%	65	3%	12%
Central Erin Mills	495	480	2%	15	1%	3%
Streetsville	470	440	2%	30	1%	6%
Clarkson-Lorne Park	440	410	2%	30	1%	7%
Applewood	425	395	2%	25	1%	6%
Hurontario	415	395	2%	20	1%	5%
Malton	375	350	2%	20	1%	6%
Lester B. Pearson	330	320	2%	5	0.3%	2%
East Credit	310	290	1%	20	1%	6%
Sheridan	295	280	1%	20	1%	6%
Southdown	290	270	1%	25	1%	8%
Rathwood	265	245	1%	25	1%	9%
Meadowvale	240	230	1%	5	0.3%	3%
Erin Mills	230	220	1%	10	0.4%	4%
Erindale	185	170	1%	15	0.5%	7%
Fairview	140	130	1%	10	0.3%	6%
Mineola	115	100	0.5%	20	0.8%	16%
Churchill Meadows	80	80	0.4%	1	0.04%	1%
Mississauga Valleys	85	80	0.4%	5	0.1%	4%
Lisgar	75	70	0.3%	5	0.2%	6%
Creditview	70	70	0.3%	2	0.1%	3%
Meadowvale Village	65	65	0.3%	0	0.0%	0%
Sheridan Park	65	60	0.3%	5	0.2%	10%
Total	23,720	21,340	100%	2,380	100%	10%

Numbers may not add due to rounding.

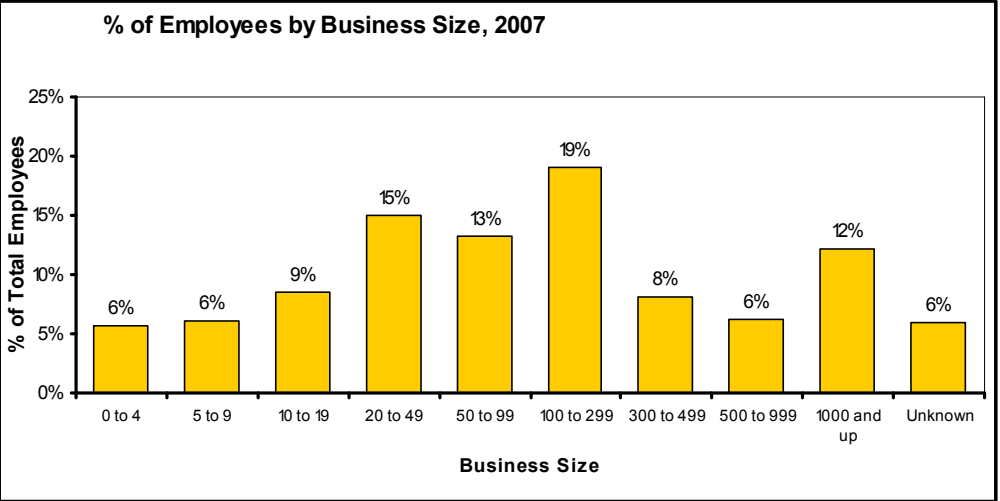
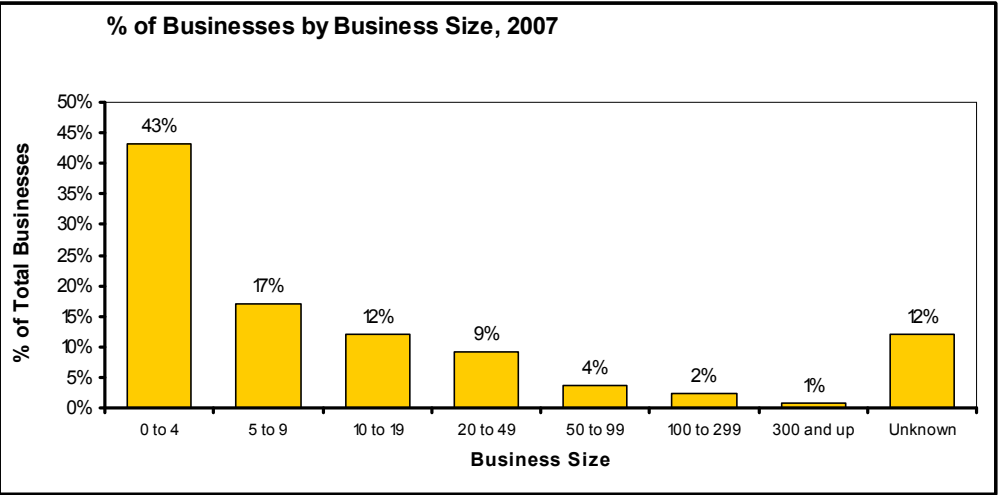
⁴ This figure does not include home-based businesses.

⁵ Vacancies refers to vacant buildings and to vacant floors and vacant units within multiple unit developments. Some condominium industrial units are recorded as vacant buildings.

Businesses by Business Size

The City's business profile is dominated by small businesses. Forty-three percent of all businesses have fewer than five employees. However, smaller firms do not constitute a large portion of total employment. Firms with fewer than five employees represent only 6% of total employment positions. While 72% of the City's businesses are establishments of less than 20 employees, these businesses only represent 21% of total employment positions.

The largest portion of the employment base is currently found in mid-sized firms employing between 20 to 299 employees. These businesses represent 15% of the total businesses, but constitute approximately 47% of the work force.



The unknown category are businesses with no employment data.

Businesses and Employment by Business Sector

Businesses are categorized by economic activity using the North American Industrial Classification System (NAICS)⁶. The largest concentration of businesses in Mississauga is in the retail trade sector. A total of 13% of businesses with 7% of employment positions are in retail establishments. Wholesale trade is the second largest sector. Thirteen percent of businesses in the City are retail, accounting for 15% of all employees. Manufacturing is the third largest sector, comprising 12% of total business activities and 20% of total employment. The transportation and warehousing sector accounts for 5% of total businesses and represents 11% of total employment.

Wholesale trade, manufacturing and transportation and warehousing businesses are located mainly in employment districts with concentrations in the Northeast Planning District. Retail trade businesses are distributed throughout the City.

⁶NAICS is a classification system used to describe businesses' economic activities. This system has been designed by Statistics Canada to compile statistics.