



Corporate Report

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DATE: February 9, 2010

TO: Chair and Members of Planning and Development Committee
Meeting Date: March 1, 2010

FROM: Edward R. Sajecki
Commissioner of Planning and Building

SUBJECT: **2009 Employment Profile**

RECOMMENDATION: That the report titled "*2009 Employment Profile*" dated February 9, 2010, from the Commissioner of Planning and Building be received for information and circulated, by the Planning and Building Department, 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 Mississauga.

BACKGROUND: The City of Mississauga undertook a comprehensive employment survey in 2009. The survey was conducted by the Planning and Building Department in conjunction with the Economic Development Office.

The study titled "*2009 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 2009 employment data with past employment information and the projections from the 2008 Growth Forecast.

A newsletter, also titled “*2009 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.

Also included is a one-page report titled, "2009 Employment Profile: Quick Facts" that compares various indicators from 2008 to 2009. This is an addendum to the "2009 Employment Profile" Newsletter and will be made available on our website.

COMMENTS:

The “*2009 Employment Profile*” is based on information in the Mississauga Employment Database (MED) and the 2009 Employment Survey undertaken from May to September, 2009*. 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:

- The 2009 Employment Survey identified a 1.3% decrease in the number of jobs between 2008 and 2009. However, in view of the difficult economic times, this number is considered small and reflective of a sustainable economy in accordance with the Prosper pillar in the Strategic Plan;
- Employment based on the 2009 Employment Survey was 396,000. 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 422,600;
- Mississauga has a total employment ratio of .58, that is for every 100 residents of the City there were 58 local jobs;
- There are approximately 17,335 fewer members of the Mississauga resident labour force than there are employment positions in the City of Mississauga. When unemployment is

* Note: Numbers in this report have been rounded.

considered, it is estimated that Mississauga had a net imported labour force of approximately 56,250 in 2009. This meets one of the population and employment objectives in Mississauga Plan, *“to continue to be a net importer of labour”*;

- In 2009, a total of 21,060 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 represent approximately 40% of the total employment opportunities in the City in 2009;
- The City’s employment profile continues to be dominated by small businesses. In 2009, 72% of the City’s businesses were establishments of less than 20 employees while 44% had fewer than five employees;
- The largest portion of the employment base in Mississauga was in mid-sized firms between 20 and 299 employees. These firms represent 15% of the total number of businesses but constitute 47% of the work force;
- The four business sectors: wholesale trade; manufacturing; professional, scientific and technical services; and transportation and warehousing, make up approximately 37% of businesses and 51% of employment positions in the City; and
- 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 13.5 employees per hectare (5.5 employees per acre) and the average net employment density is 44.5 employees per hectare (18 per acre).

STRATEGIC PLAN: One of the pillars of the new Strategic Plan is titled, "Prosper -- Cultivating Creative and Innovative Businesses" and the "Principle: Mississauga is a city that values a strong global business future, fostering a prosperous and sustainable economy that attracts and grows talent". Although there was a slight decrease in employment between 2008 and 2009, the overall results of the 2009 Survey represent a sustainable economy in these difficult economic times.

Also with regard to "Direction: Our Future Mississauga is a global hub of creative and innovative activity where talent and business thrive", the Information and Culture Industries Sector observed an employment increase supportive of the Strategic Plan.

FINANCIAL IMPACT: Not Applicable

CONCLUSION: Given that the City of Mississauga has observed a 1.3% decrease in the number of jobs clearly this is a sign of a sustainable economy which is the principle of our Strategic Plan.

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 2009 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 – *2009 Employment Profile* (report)

Under Separate Cover – *2009 Employment Profile* :

Quick Facts 2008 - 2009(newsletter)

Original Signed By:

Edward R. Sajecki

Commissioner of Planning and Building

Prepared By: Irena Rostkowska, Researcher, Information Planning

2009 EMPLOYMENT PROFILE

2009 employment profile



MISSISSAUGA
Planning and Building
Leading today for tomorrow

Employment Profile 2009

**City of Mississauga
Planning & Building Department
December 2009**

The information presented in this report is based on the 2009 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 2009. 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 pillars of the new Strategic Plan is titled, "Prosper -- Cultivating Creative and Innovative Businesses". Under the pillar of Prosper the plan specifies a direction and a principle as follows:

- "Direction: Our Future Mississauga is a global hub of creative and innovative activity where talent and business thrive."
- "Principle: Mississauga is a city that values a strong global business future, fostering a prosperous and sustainable economy that attracts and grows talent."

The annual employment survey is a valuable tool to help measure the progress of our Strategic Plan, particularly the area of "prosper". While the Strategic Plan was recently unveiled we have noticed some interesting findings from our 2009 Employment Survey that are supportive of our principle, "Mississauga is a city that values a strong global business future, fostering a prosperous and sustainable economy that attracts and grows talent." Through this 2009 Employment Survey we have observed a 1.3% decrease in the number of jobs within the City of Mississauga -- this would suggest that under these extraordinarily difficult economic times the City of Mississauga clearly has a sustainable economy. We have also observed a job increase of 26% in the Information and Culture Industries Sector -- 11,470 jobs in 2008 to 14,450 in 2009. This is supportive to our Strategic Plan's direction, "Our Future Mississauga is a global hub of creative and innovative activity where talent and business thrive."

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, the Labour Force Survey by Statistics Canada for June 2009, and the 2008 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 2009 Employment Survey included the compilation of a complete list of employment sites from the 2008 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

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.

Employment District. The Residential District adjustment factor is unique to each Residential Planning District and is calculated using the average number of employees for businesses with less than 50 employees in each Residential Planning 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 and Residential Planning District. The Residential District adjustment factor and Employment District adjustment factors are outlined in Appendix B.

2.0 EMPLOYMENT DATA – 2009

This section presents a profile of businesses and employment based on results from the 2009 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 2009 Employment Survey, was 396,000. Employment data for 18,490 businesses or 88% of the 21,060 operating businesses were obtained. When the employment figure of 396,000 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 422,590³ (see Table 1). This is lower by 6.5% from the 2008 Growth Forecast projection of 452,710 employees for June 2009 in the City of Mississauga.

Table 1 on page four summarizes employment and population information. It shows that with a projected population of 730,000 and employment of 422,590, Mississauga has an employment ratio of .58. That is, for every 100 residents of the City, there were 58 local jobs. This table also includes data from the Labour Force Survey by Statistics Canada which shows that with a participating labour force of 405,255, Mississauga must import a net labour force of approximately 17,335 persons. When consideration is made for a portion of the participating labour force that is unemployed, about 9.6%, the imported labour force is approximately 56,240 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 2009 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.

³ The following modifications were made to the 2009 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 2009 (based on the 2006 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, 2009*	
Employment from the 2009 Employment Survey	396,000
Census Adjustment ^a	26,590
Total Employment ^b	422,590
Total Population ^c	730,000
Resident Labour Force ^d	590,750
Participating Labour Force ^e	405,255
Employed Labour Force	366,350
Unemployed Labour Force ^f	38,905
Employment Ratio ^g	.58
Difference Between Total Employment and Participating Labour Force	17,335
Labour Import ^h	56,240

*numbers have been rounded

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

^b This figure represents the 2009 Employment Survey total plus the Census adjustment.

^c Population figure is the 2008 Growth Forecast projection for June 2009 including the census undercount.

^d The Resident Labour Force is the population 15 years+ calculated from the 2008 Growth forecast projection for June 2009.

^e Participating Labour Force is the Resident Labour Force multiplied by the participation rate of 68.6% from the Labour Force Survey by Statistics Canada for June 2009.

^f Unemployed Labour Force is the Participating Labour Force multiplied by the unemployment rate 9.6% from the Labour Force Survey by Statistics Canada for June 2009.

^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 2009 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 and Northeast South each represents just over 10% of total employment. This is followed by Gateway-South and Northeast-West each representing approximately 9% 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 Employment⁴

Full-time employment is 90% of total employment. Meadowvale Business Park leads the percentage of full time employment with 12%, followed by Northeast-South with approximately 11% and Gateway-South and Northeast West each with 9% of total full-time employment.

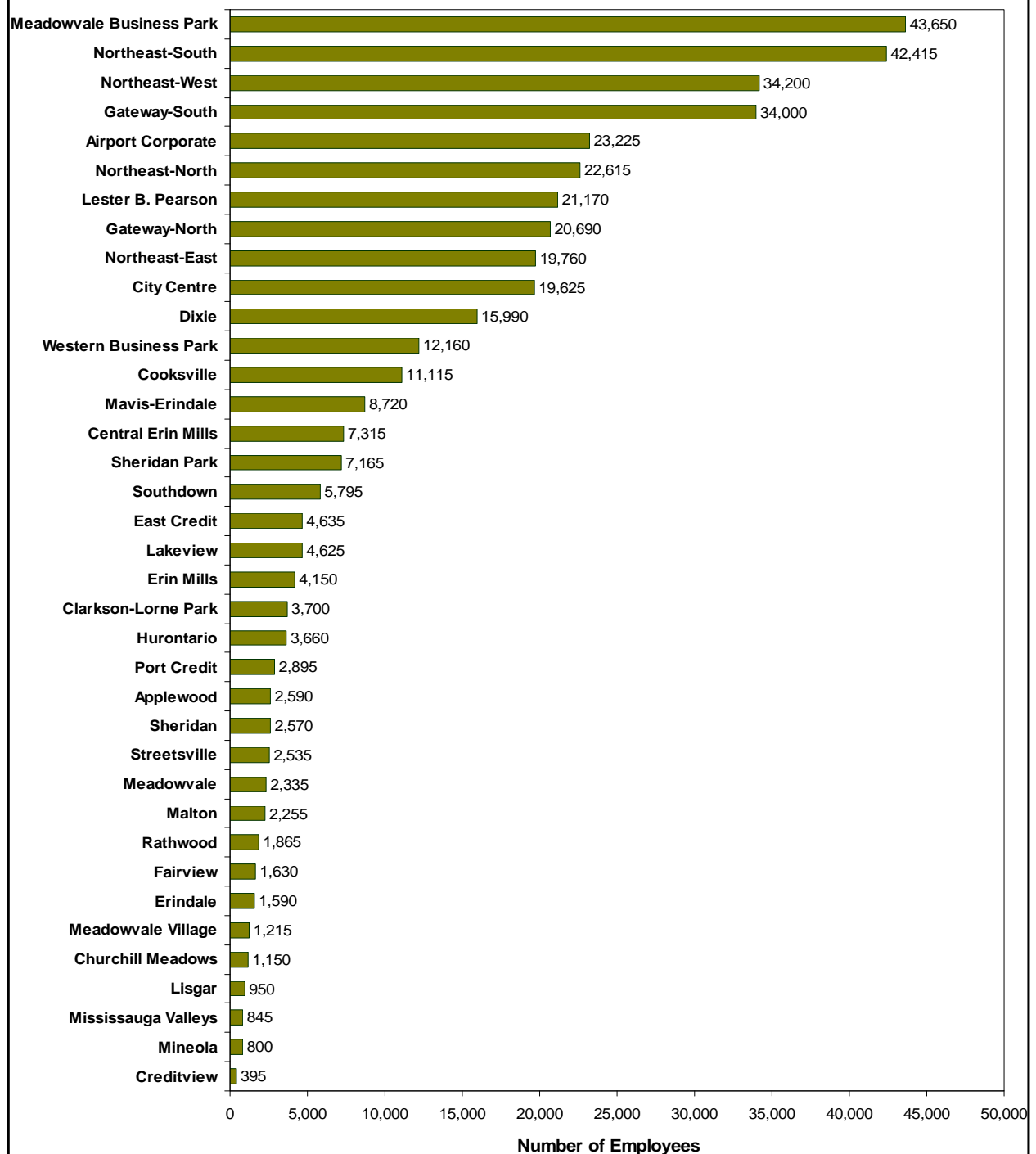
Part-time employment represents 10% of total employment. For this report, one part-time employment position is considered half or .5 of one full-time employment position. City Centre has the largest proportion of part-time employment with 11%. Outside of City Centre, Central Erin Mills and Gateway-South each with 7%, Cooksville and Northeast-South (6%) also have significant concentrations of part-time positions.

The proportion of full-time positions within Planning Districts ranges from 65% in Central Erin Mills, Erin Mills and Rathwood, 64% in Mississauga Valleys to 97% in Sheridan Park, 92% in Airport Corporate, 91% in Gateway North and Northeast East and 90% in Meadowvale Business Park . Most Employment Districts, with the exception of Mavis-Erindale (85%), 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.

From 2008 to 2009, full-time employment for the City of Mississauga decrease by approximately 2.1%. In the same time period, part-time employment decrease by 2.4%.

⁴ Full-time and part-time employment figures are based on businesses where employment information is available.

Figure 1: Employment by Planning District, 2009



2.2 Businesses and Vacancies

There were 21,060 businesses operating in Mississauga in 2009. In addition, the 2009 employment survey recorded 2,740 vacancies⁵ for a total of 23,800 business sites. Twelve percent of total City 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 2,240 and Northeast-South with 1,990 each with 11% and 9% of the total number of businesses. This is followed by Northeast-North with 1,585 and Dixie with 1,460 each with 8% and 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 13% or 360 vacancies, Northeast-South with 12% (315 vacancies), Northeast-North with 12% (325 vacancies) and Dixie with 7% (190 vacancies) of total City vacancies.

With the exception of Northeast-North, these areas do not always 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 with a vacancy of 19%. Vacancies in Northeast-North as a percentage of business sites are 17%. 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

From 2008 to 2009, total number of vacancies increased by 410. This 18% increase is attributed to greater vacancies in new and existing office and multi-unit developments in employment districts. In few residential districts we are noticing no change in vacancies as a percent of total business sites within the Planning District. These are Fairview, Sheridan, Malton, Hurontario and Churchill Meadows. In some Planning Districts like Mineola, Lisgar, Erin Mills, Rathwood, Central Erin Mills, Meadowvale Village, Streetsville, Rathwood and Cooksville we are noticing a decrease in vacancies.

⁵ 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 2009						
Planning District	Total Business Sites	Businesses		Vacancies		
		# of Businesses	% of Businesses	# of Vacancies	% of City Vacancies	% of Vacancies in each Planning District
Northeast-West	2,600	2,240	11%	360	13%	14%
Northeast-South	2,310	1,990	9%	315	12%	14%
Northeast-North	1,910	1,585	8%	325	12%	17%
Dixie	1,655	1,460	7%	190	7%	12%
Meadowvale Business Park	1,390	1,250	6%	140	5%	10%
Gateway-South	1,240	1,100	5%	140	5%	11%
Cooksville	1,175	1,070	5%	105	4%	9%
City Centre	1,100	1,005	5%	100	4%	9%
Western Business Park	1,145	990	5%	150	6%	13%
Northeast-East	770	620	3%	150	5%	19%
Gateway-North	680	605	3%	75	3%	11%
Airport Corporate	675	600	3%	75	3%	11%
Port Credit	555	500	2%	50	2%	9%
Lakeview	570	490	2%	80	3%	14%
Central Erin Mills	490	475	2%	15	0.5%	3%
Mavis-Erindale	540	470	2%	70	3%	13%
Streetsville	460	425	2%	35	1%	8%
Applewood	430	395	2%	35	1%	8%
Hurontario	405	390	2%	15	1%	4%
Clarkson-Lorne Park	440	385	2%	55	2%	12%
Malton	375	340	2%	35	1%	9%
Lester B. Pearson	340	330	2%	15	0.5%	4%
East Credit	330	310	1%	25	1%	7%
Southdown	295	265	1%	30	1%	10%
Sheridan	290	260	1%	30	1%	10%
Rathwood	260	240	1%	20	1%	8%
Meadowvale	235	220	1%	15	0.6%	7%
Erin Mills	230	220	1%	10	0.4%	5%
Erindale	175	155	1%	20	0.7%	10%
Fairview	140	130	1%	5	0.3%	5%
Mineola	120	105	0.5%	15	0.6%	14%
Churchill Meadows	95	95	0.4%	0	0%	0%
Lisgar	90	85	0.4%	5	0.2%	6%
Mississauga Valleys	85	75	0.4%	10	0.4%	13%
Creditview	75	70	0.3%	5	0.2%	7%
Meadowvale Village	65	65	0.3%	0	0%	0%
Sheridan Park	60	55	0.3%	5	0.3%	12%
Total	23,800	21,060	100%	2,740	100%	12%

*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, 2009

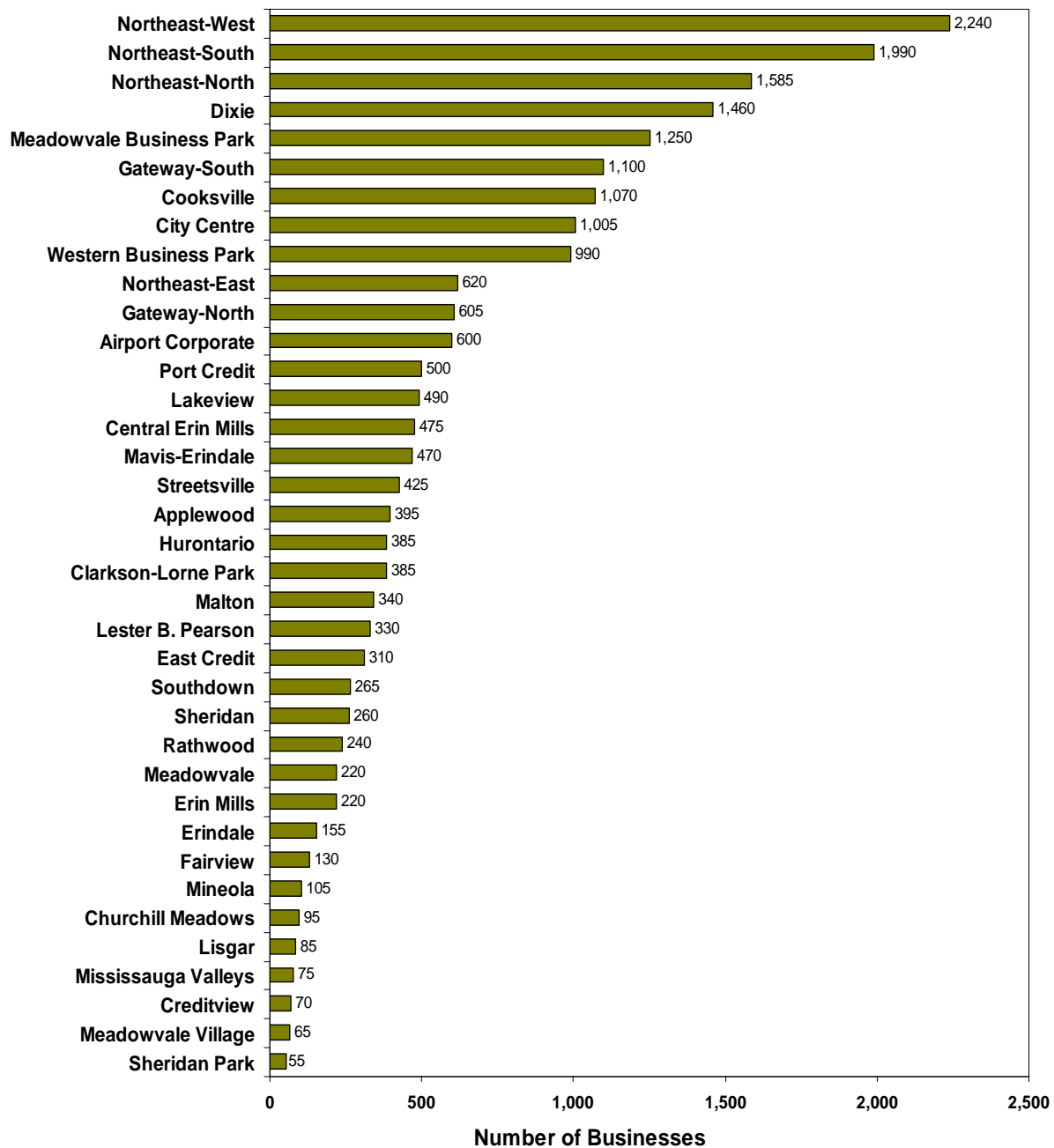
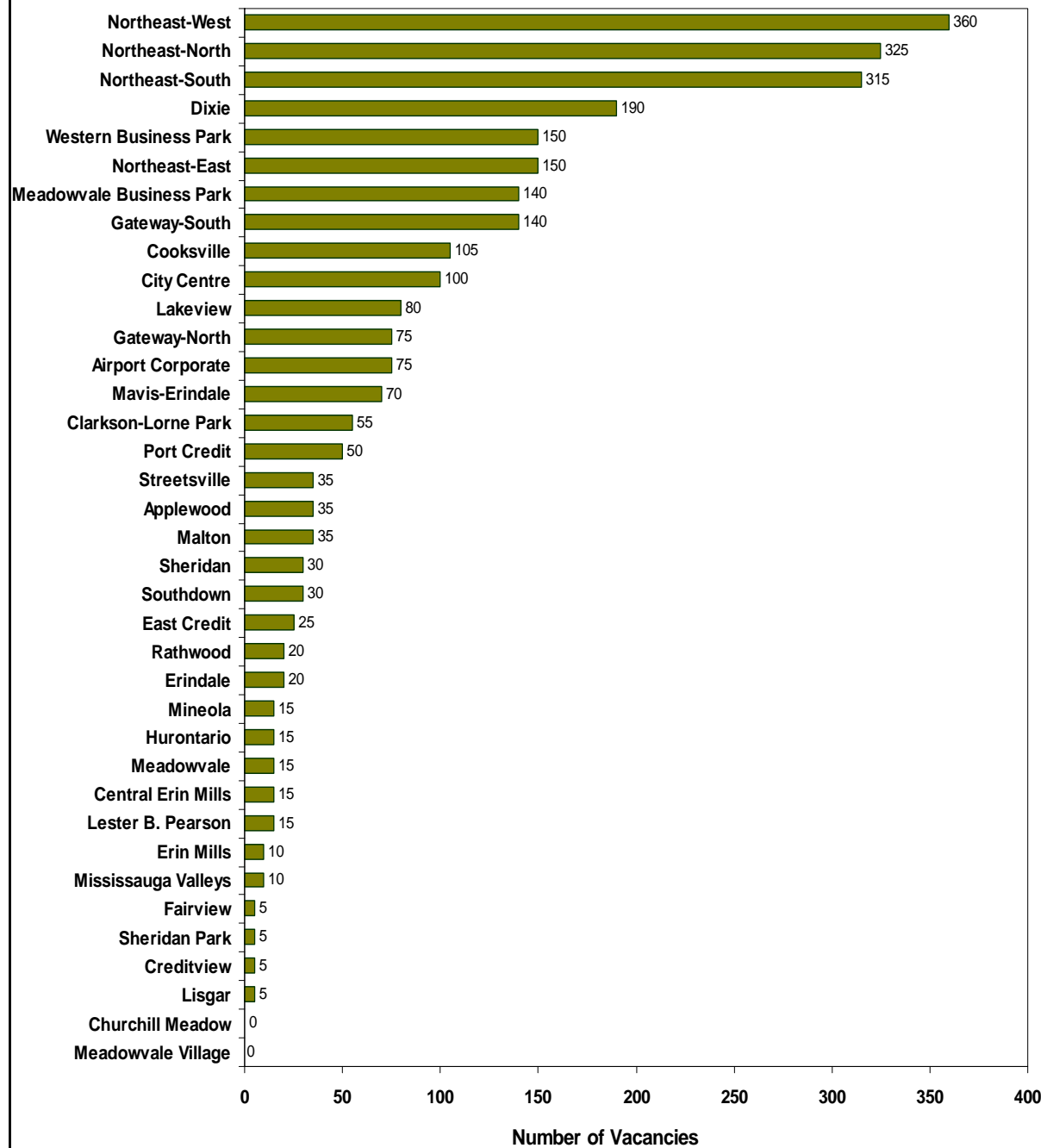
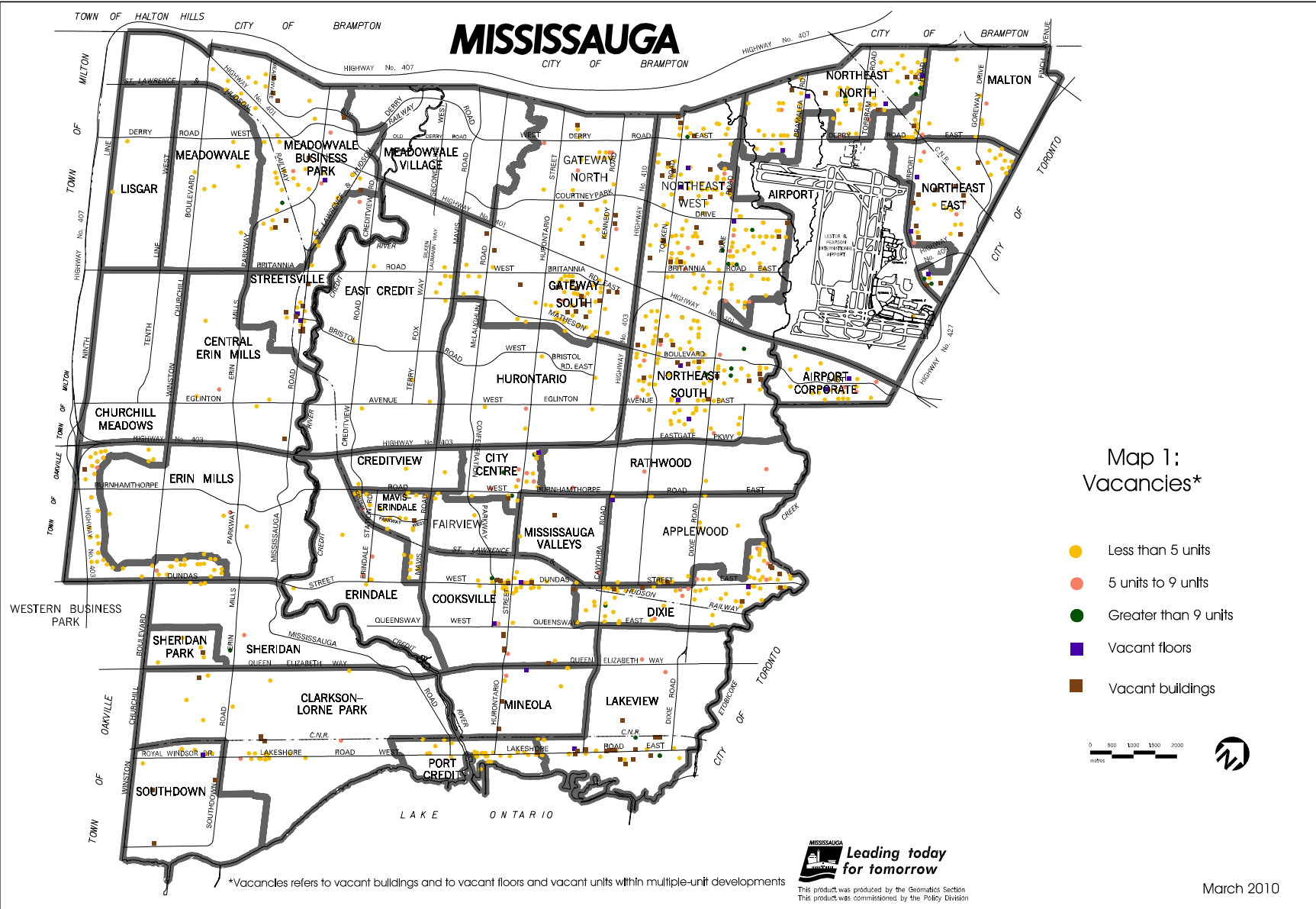


Figure 2b: Vacancies by Planning District, 2009



MISSISSAUGA



*Vacancies refers to vacant buildings and to vacant floors and vacant units within multiple-unit developments

2.3 Businesses by Business Size

The distribution of businesses by Planning District as well as the number and percent of employees for 2009 are shown in Tables 3 and 4 and illustrated in Figures 3a to 3d.

The City's business profile is dominated by small businesses. Forty-four 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 5% of total jobs or 21,740 employment positions. Seventy-two percent of the City's businesses are establishments of less than 20 employees but these represent only 19% 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 183,775 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 27% 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 56,640 jobs (14% of total jobs). These businesses include the two hospitals, the University of Toronto Mississauga, Air Canada, Greater Toronto Airport Authority, 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 2009*

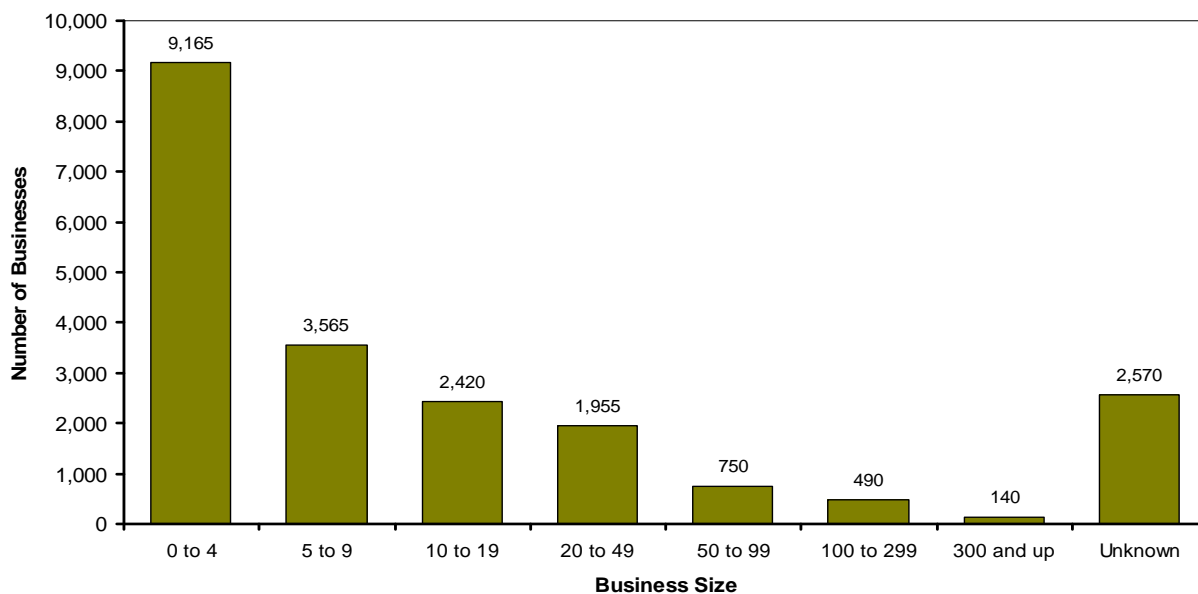
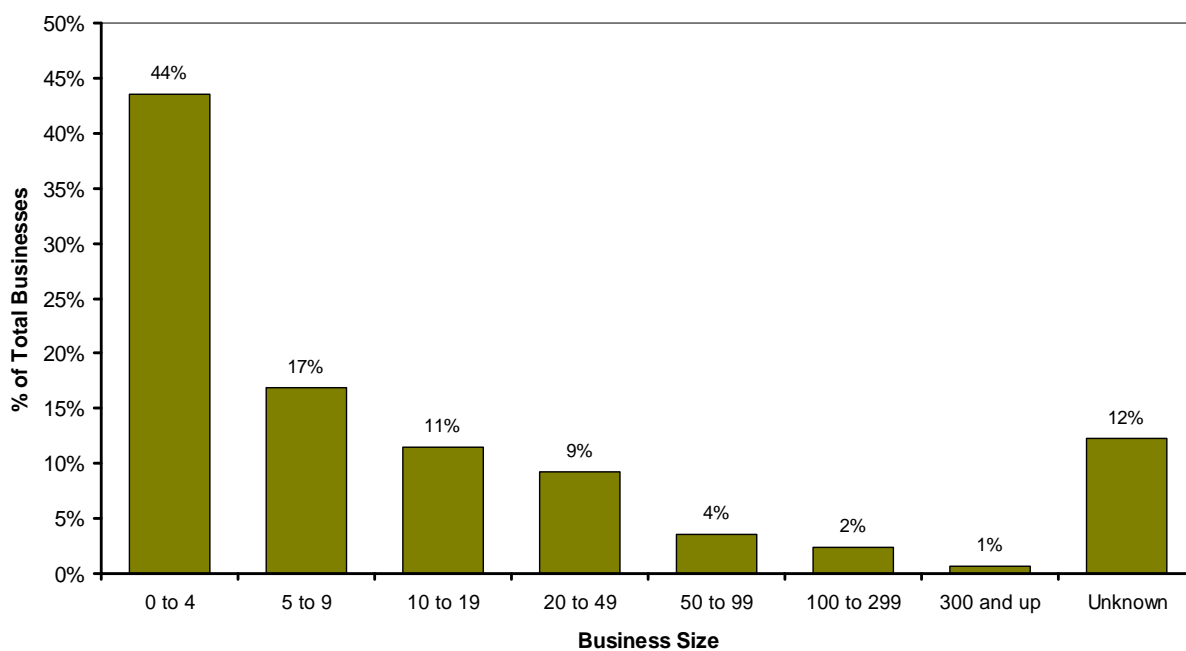
Planning District	Business Size (based on number of employees)										Total
	0-4	5-9	10-19	20-49	50-99	100-299	300-499	500-999	1000+	Unknown	
Northeast West	825	355	275	245	75	50	3	2	0	415	2,240
Northeast South	775	365	260	175	60	35	4	1	5	305	1,990
Northeast North	615	240	195	150	45	25	3	0	1	310	1,585
Dixie	685	230	145	95	25	20	2	2	0	260	1,460
Meadowvale Business Park	330	225	210	180	75	60	10	5	4	150	1,250
Gateway South	320	200	165	145	70	50	15	5	2	125	1,100
Cooksville	720	130	60	35	10	5	2	0	1	105	1,070
City Centre	355	225	145	85	45	25	4	3	1	120	1,005
Western Business Park	385	215	150	85	25	10	0	1	0	120	990
Northeast East	145	100	100	85	60	35	4	5	0	86	620
Gateway North	140	90	105	130	45	30	10	2	0	55	605
Airport Corporate	155	110	80	75	45	40	10	1	3	80	600
Port Credit	330	75	25	10	5	4	0	0	0	45	500
Lakeview	290	85	40	30	10	5	0	0	0	25	490
Central Erin Mills	265	110	40	35	5	10	0	0	1	10	475
Mavis-Erindale	245	75	40	35	25	15	2	0	1	40	470
Streetsville	290	65	30	10	2	3	0	0	0	20	425
Applewood	275	55	20	20	10	1	0	0	0	15	395
Hurontario	220	65	45	35	10	2	0	0	0	10	385
Clarkson-Lorne Park	225	50	40	30	10	4	0	0	0	25	385
Malton	240	35	15	20	2	2	0	0	0	25	340
Lester B. Pearson	70	50	25	25	15	10	4	2	2	130	330
East Credit	155	65	25	35	15	5	1	0	0	5	310
Southdown	105	60	30	20	10	10	5	0	0	30	265
Sheridan	164	40	20	20	2	4	1	0	0	5	260
Rathwood	150	35	15	15	10	0	0	0	0	10	240
Meadowvale	120	40	20	25	4	3	0	0	0	10	220
Erin Mills	125	35	15	20	5	5	0	0	1	10	220
Erindale	105	15	10	10	5	3	0	0	0	5	155
Fairview	60	40	5	15	5	2	0	0	0	3	130
Mineola	60	15	10	5	3	0	0	0	0	10	105
Churchill Meadows	55	15	5	5	5	2	0	0	0	5	95
Lisgar	50	15	5	5	3	2	0	0	0	1	85
Mississauga Valleys	50	10	4	10	2	1	0	0	0	1	75
Creditview	45	10	5	5	0	0	0	0	0	1	70
Meadowvale Village	25	15	5	10	3	3	0	0	0	3	65
Sheridan Park	5	4	10	10	5	5	3	3	2	3	55
Total Businesses	9,165	3,565	2,420	1,955	750	490	85	30	25	2,570	21,060
% of Total Businesses	44%	17%	11%	9%	4%	2%	0.4%	0.1%	0.1%	12%	100%

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

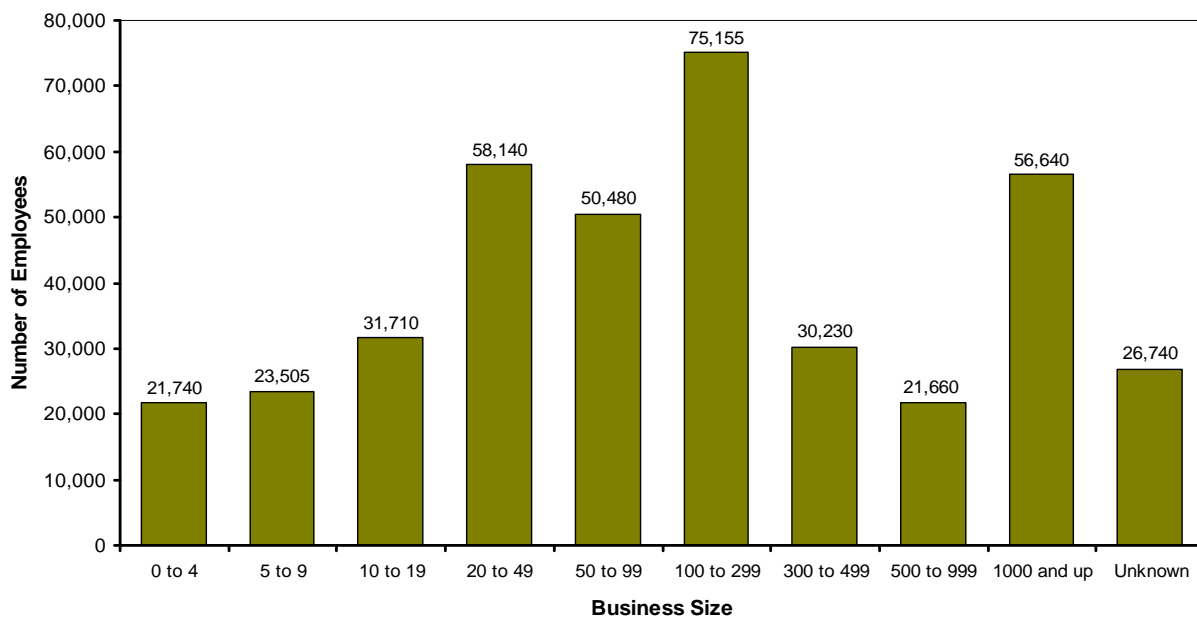
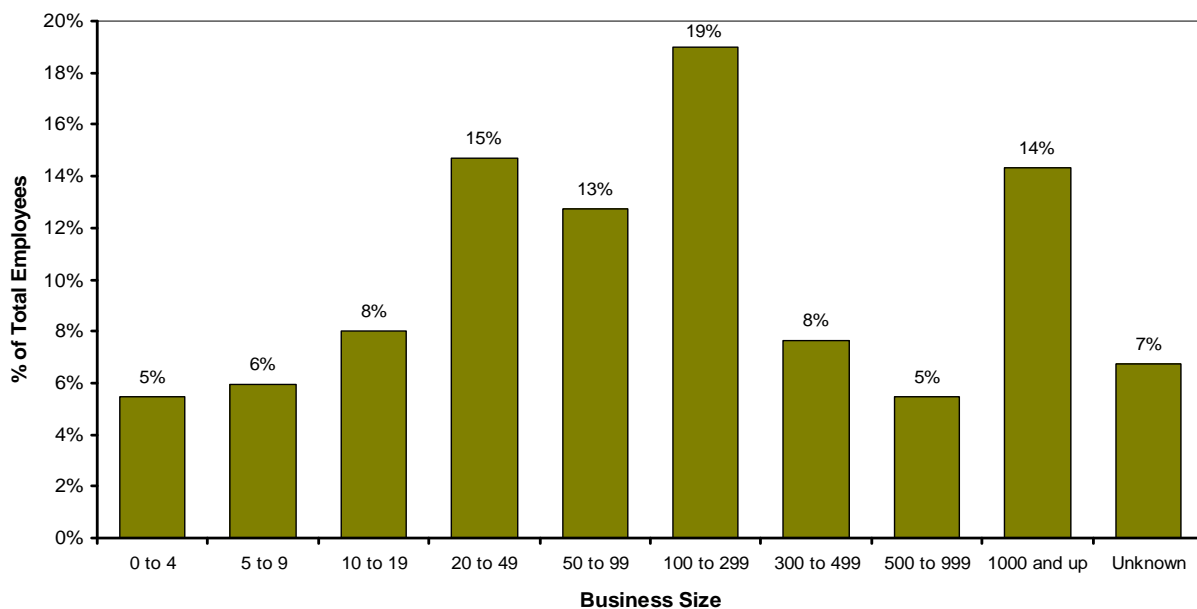
Table 4: Number of Employees by Employment Range and Planning District in 2009*

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	850	1,505	2,785	5,355	4,830	10,025	4,010	3,675	8,460	2,155	43,650
Northeast South	1,880	2,425	3,410	5,180	3,985	5,215	1,430	550	15,025	3,310	42,415
Northeast West	1,960	2,360	3,540	7,320	4,785	7,080	1,025	1,525	0	4,600	34,200
Gateway South	840	1,315	2,155	4,065	4,645	8,035	4,910	3,965	2,250	1,815	34,000
Airport Corporate	405	750	1,055	2,155	3,020	6,385	3,055	650	4,500	1,255	23,225
Northeast North	1,420	1,550	2,535	4,320	3,070	3,875	1,020	0	1,400	3,425	22,615
Lester B. Pearson	200	325	315	780	950	1,670	1,615	1,520	12,090	1,705	21,170
Gateway North	375	610	1,310	3,855	3,075	5,070	4,425	1,175	0	790	20,690
Northeast East	370	665	1,290	2,580	4,160	5,140	1,450	3,200	0	915	19,760
City Centre	930	1,465	1,895	2,350	2,885	4,215	1,360	2,150	1,040	1,330	19,625
Dixie	1,590	1,490	1,875	2,715	1,690	2,895	660	1,110	0	1,970	15,990
Western Business Park	985	1,375	1,980	2,415	1,935	1,295	0	980	0	1,190	12,160
Cooksville	1,605	880	795	1,145	760	995	720	0	3,800	415	11,115
Mavis-Erindale	600	480	560	1,050	1,645	2,155	680	0	1,055	490	8,720
Central Erin Mills	685	740	560	1,055	510	1,255	0	0	2,470	35	7,315
Sheridan Park	15	30	155	265	340	850	1,100	1,165	3,200	45	7,165
Southdown	255	390	350	605	640	1,340	1,955	0	0	270	5,795
East Credit	375	440	365	1,120	925	1,000	380	0	0	30	4,635
Lakeview	655	560	565	945	835	950	0	0	0	115	4,625
Erin Mills	325	260	215	705	355	890	0	0	1,350	45	4,150
Clarkson-Lorne Park	520	350	570	835	815	505	0	0	0	105	3,700
Hurontario	495	420	650	1,170	585	300	0	0	0	45	3,660
Port Credit	650	525	365	320	325	560	0	0	0	155	2,895
Applewood	585	360	270	675	540	120	0	0	0	40	2,590
Sheridan	375	275	265	595	140	465	435	0	0	20	2,570
Streetsville	635	405	370	355	178	530	0	0	0	65	2,535
Meadowvale	285	255	315	770	270	370	0	0	0	70	2,335
Malton	520	210	225	730	140	305	0	0	0	125	2,255
Rathwood	315	245	205	505	550	0	0	0	0	45	1,865
Fairview	155	250	85	470	345	295	0	0	0	25	1,630
Erindale	220	95	165	305	430	345	0	0	0	30	1,590
Meadowvale Village	60	95	70	375	210	380	0	0	0	20	1,215
Churchill Meadows	140	75	85	230	380	230	0	0	0	20	1,150
Lisgar	120	95	75	235	165	255	0	0	0	5	950
Mississauga Valleys	105	70	55	280	165	160	0	0	0	5	845
Mineola	140	115	135	160	215	0	0	0	0	40	800
Creditview	100	50	85	150	0	0	0	0	0	5	395
Total Employees	21,740	23,505	31,710	58,140	50,480	75,155	30,235	21,660	56,640	26,745	396,000
% of Total Employees	5%	6%	8%	15%	13%	19%	8%	5%	14%	7%	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.

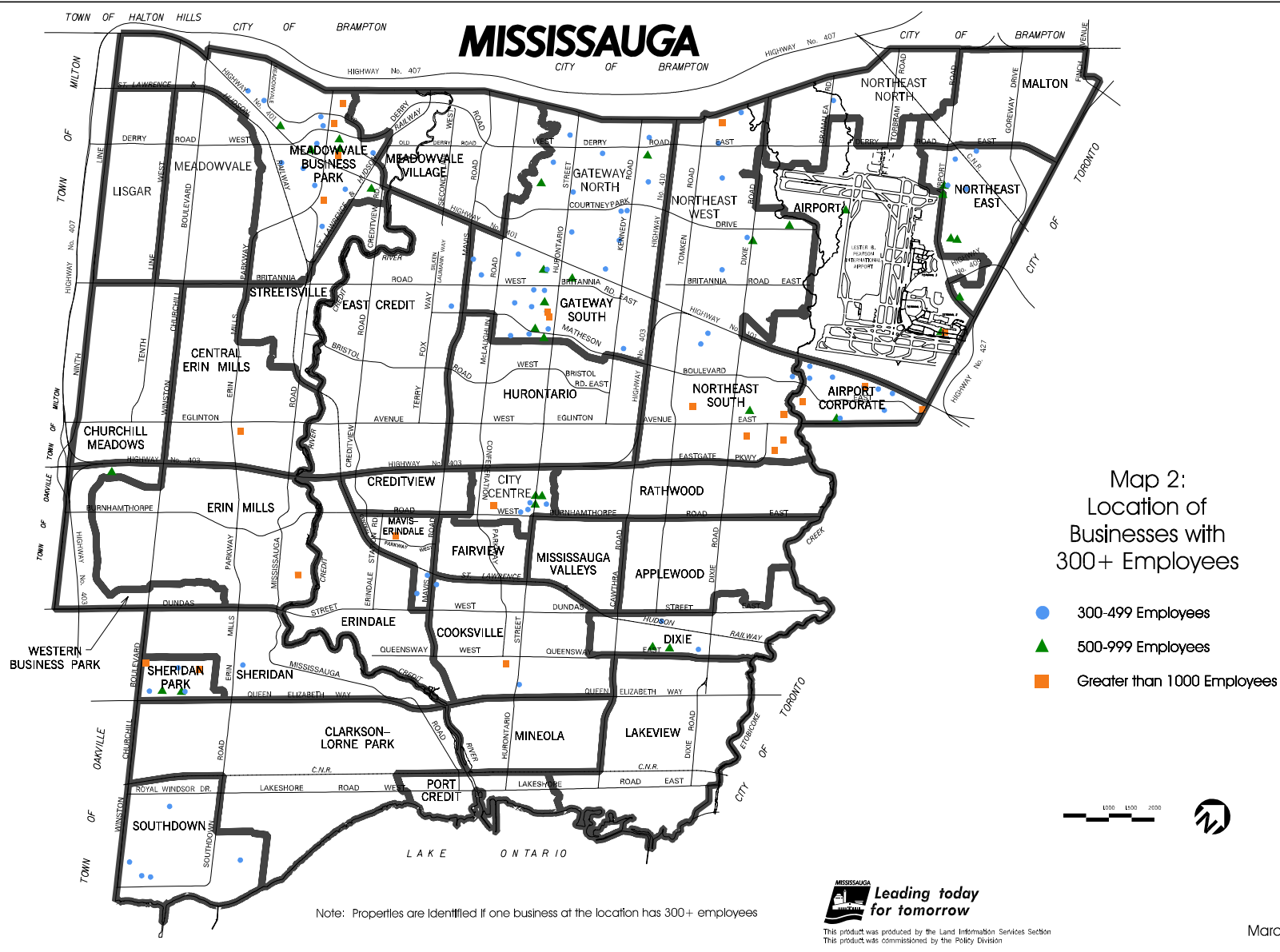
Figure 3a: Number of Businesses by Business Size, 2009**Figure 3b: Percentage of Businesses by Business Size, 2009**

“Unknown” are businesses with no employment data.

Figure 3c: Number of Employees by Business Size, 2009**Figure 3d: Percentage of Employees by Business Size, 2009**

"Unknown" are businesses with no employment data.

MISSISSAUGA



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)⁶.

The retail, wholesale and manufacturing sectors 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 followed by professional, scientific and technical services. These business sectors are highlighted in this section. Figure 5 illustrates the number of businesses by employment range, for the top four business sectors in terms of employment.

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 6% of total employment. Retail trade businesses are smaller establishments, with 80% (approximately 2,210 businesses) of these businesses having fewer than 10 employees.

Wholesale trade is the second largest sector. A total of 13% of businesses and 14% of employment positions are in wholesaling establishments. A large proportion of wholesaling firms employ a small number of staff, that is, 58% (1,550 businesses) of wholesalers have fewer than 10 employees; 76% (2,045 businesses) have fewer than 20 employees.

Manufacturing is the third largest sector in the City, accounting for 12% of businesses and 18% of all employees. Many manufacturing firms are smaller firms with less than 20 employees. A total of 70% of the manufacturing firms (1,835 businesses) have less than 20 employees. There are also a significant number of firms between 20 and 49 employees (15%, or approximately 390 businesses). There are a number of manufacturing firms that employ a large number of employees. One percent of manufacturing businesses (24 businesses) employ more than 300 employees.

The professional, scientific and technical services sector is growing in Mississauga. It comprises 7% of total business activities, as well as 7% of employment positions. Eighty percent of total businesses (1,180) have fewer than 20 employees and almost half of the firms (49%) have fewer than 5 employees.

The transportation and warehousing sector consists of only 5% of total businesses, but represents 12% 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 (32%), a significant number of firms have employment between 5 and 9 employees (19%), 10 to 19 employees (14%) and 20 to 49 employees (15%).

⁶NAICS 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. The six digit codes are used to identify the type of business.

Table 5: Businesses and Employment by Business Classification, 2009*

Business Classification	# of Businesses	% of Businesses	# of Employees	% of Employees
Retail Trade	2,750	13%	25,040	6%
Wholesale Trade	2,680	13%	55,405	14%
Manufacturing	2,605	12%	69,430	18%
Other Services	2,070	10%	11,320	3%
Professional, Scientific and Technical Services	1,490	7%	29,370	7%
Accommodation and Food Services	1,435	7%	16,430	4%
Health Care and Social Assistance	1,395	7%	17,545	4%
Transportation and Warehousing	970	5%	45,790	12%
Finance and Insurance	770	4%	24,250	6%
Administrative and Support and Waste Management	680	3%	13,460	3%
Educational Services	665	3%	16,430	4%
Construction	545	3%	7,880	2%
Real Estate and Rental and Leasing	443	2%	7,625	2%
Arts, Entertainment and Recreation	215	1.0%	3,170	1%
Information and Cultural Industries	170	0.8%	14,450	3.6%
Public Administration	111	0.5%	7,430	1.9%
Management of Companies and Enterprises	75	0.3%	7,625	1.9%
Utilities	11	0.05%	495	0.1%
Primary Industry	5	0.02%	15	0.004%
Unknown	1,975	9%	22,840	6%
Total	21,060	100%	396,000	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, 2009

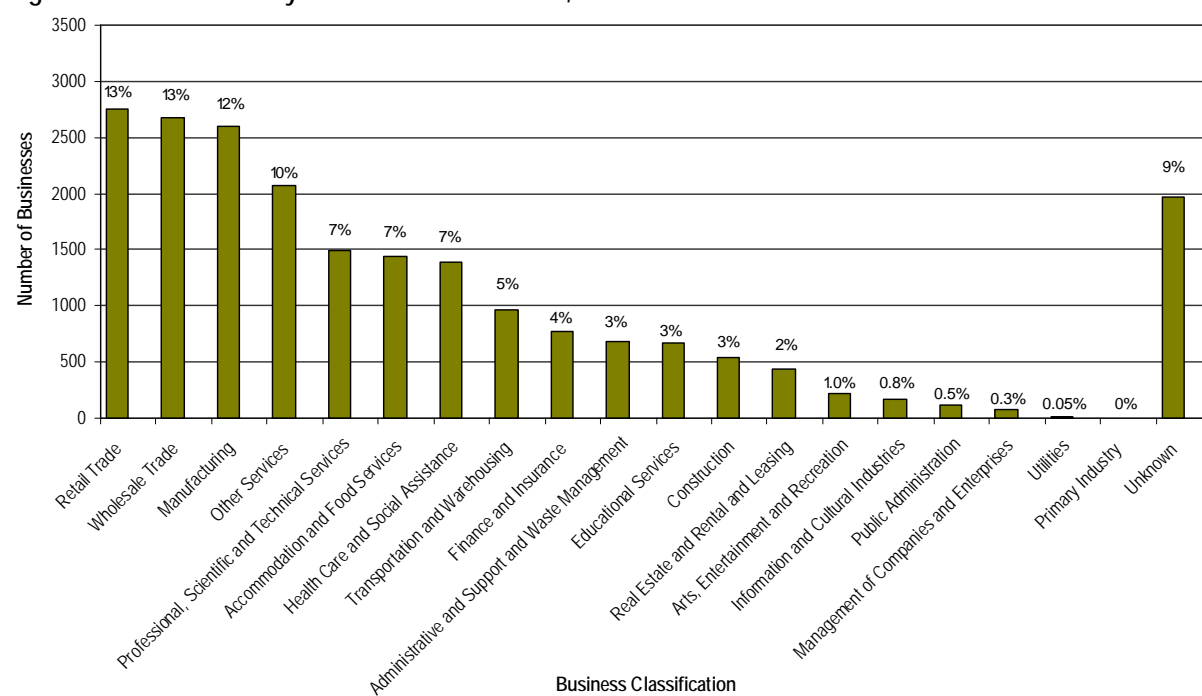
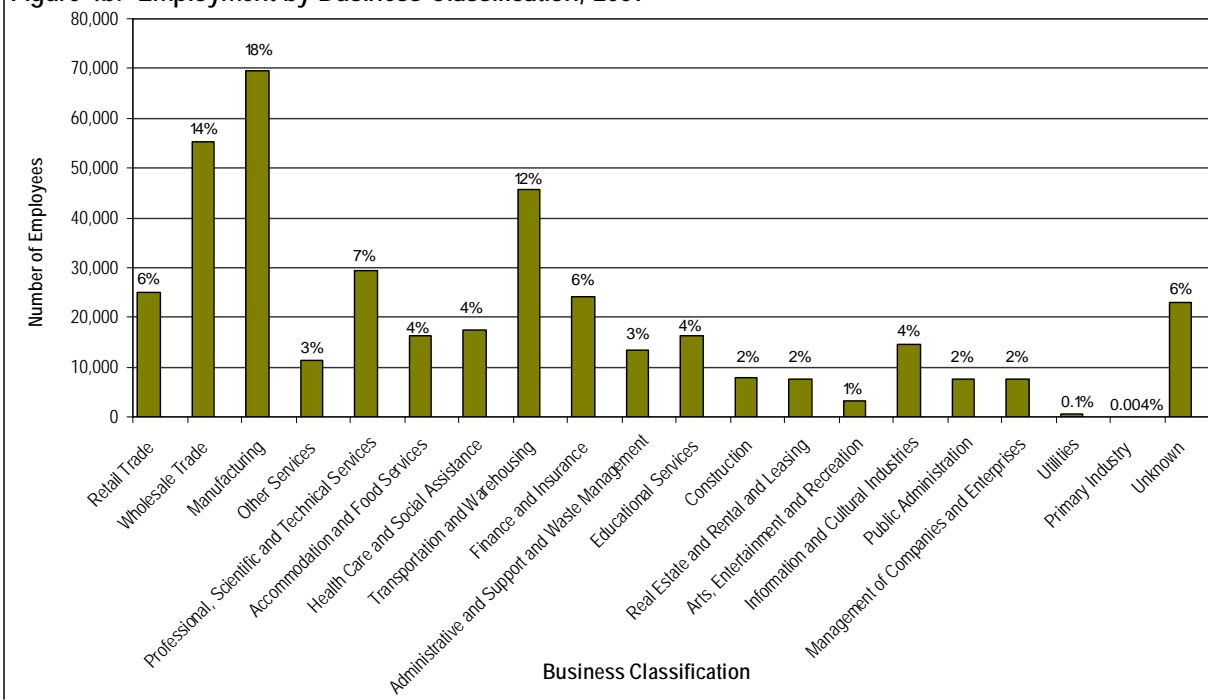
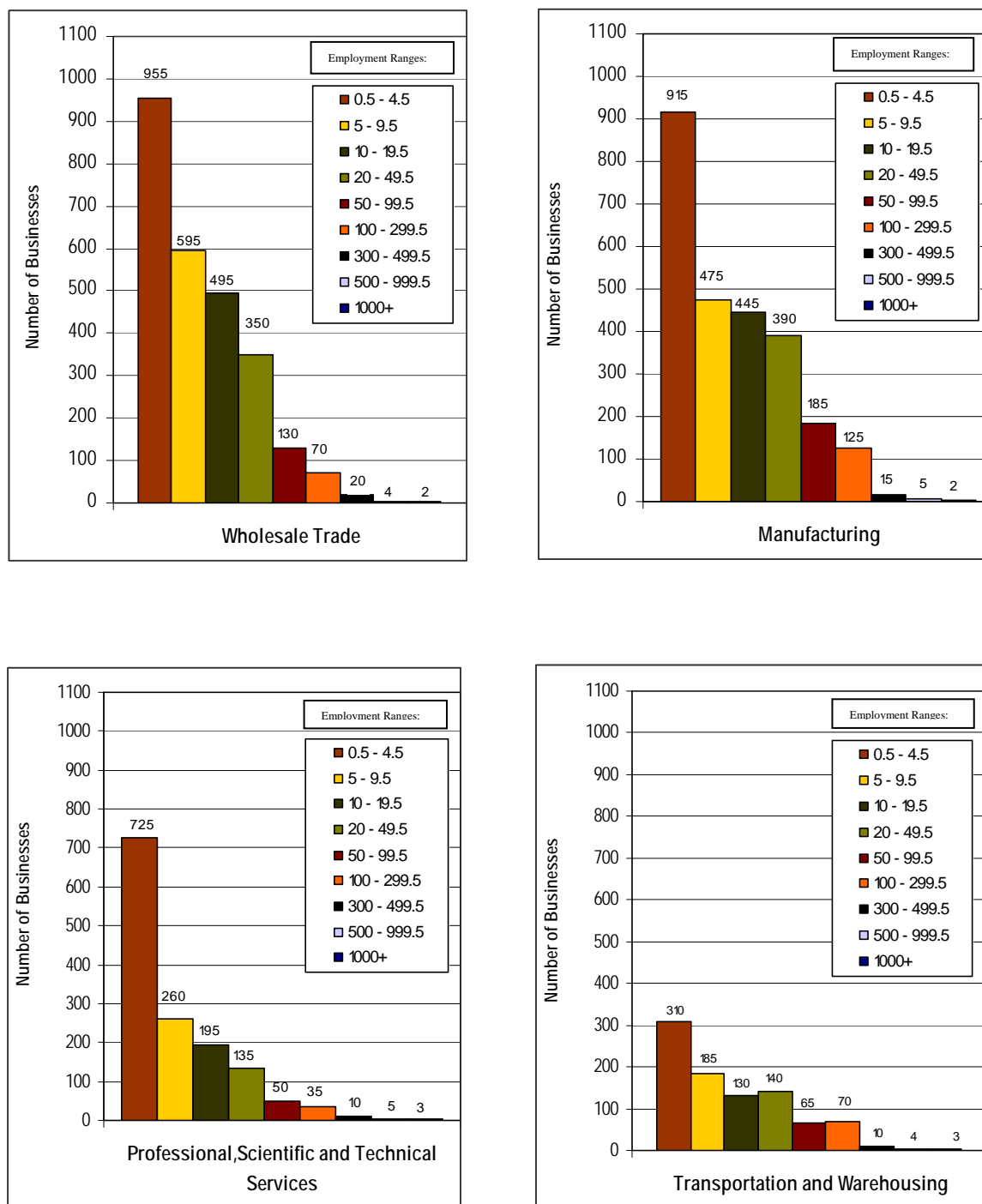


Figure 4b: Employment by Business Classification, 2009



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, 2009

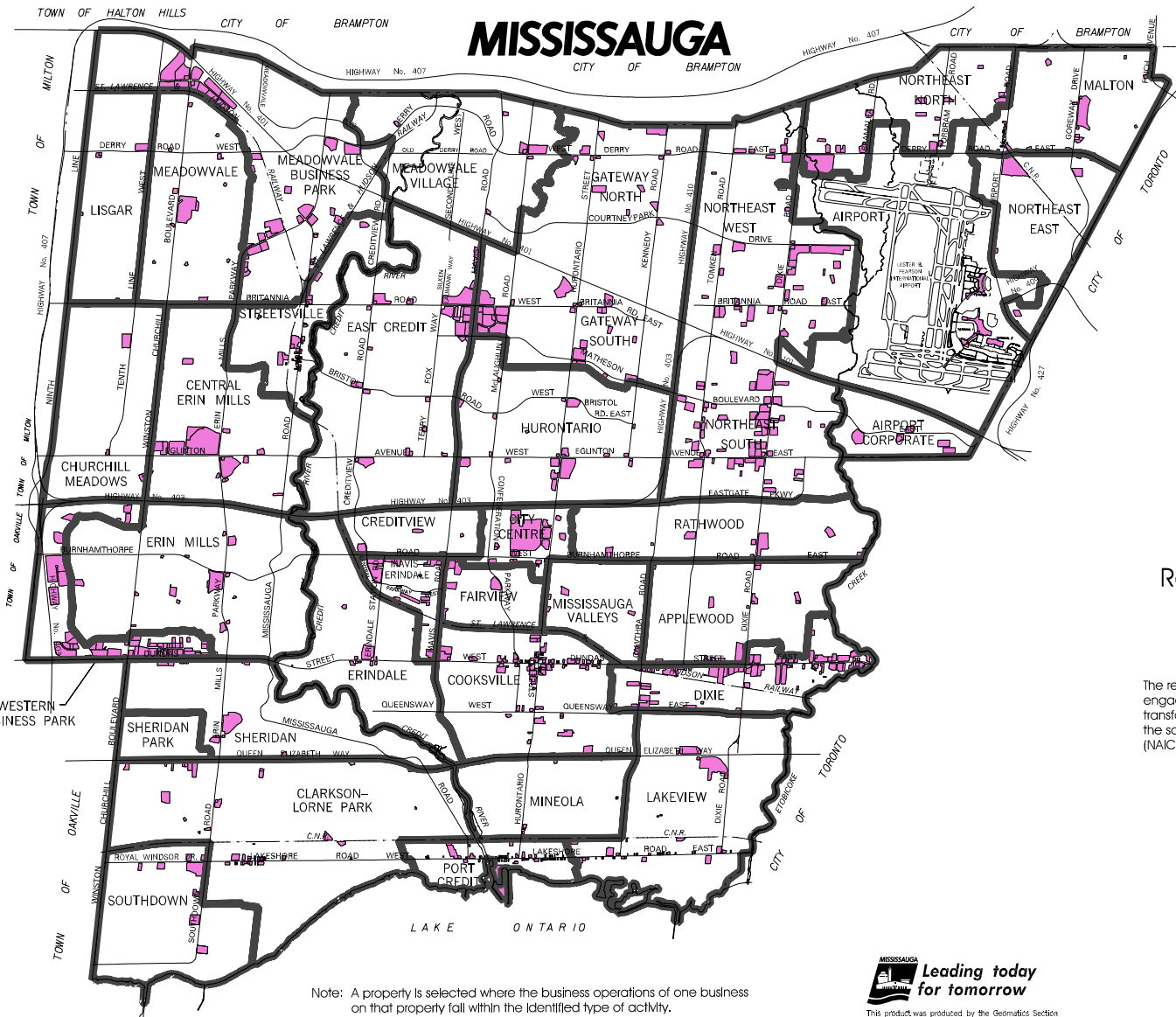


Number of businesses has been rounded. A business size is assigned to businesses that have employment data and a NAICS code is assigned.

Maps 3, 4, 5, 6 and 7 indicate the location of retail trade, wholesale trade, manufacturing, professional, scientific and technical services 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 and transportation and warehousing companies are apparent in the Employment Districts and are concentrated in the north-eastern part of the City. Retail trade and professional services businesses are dispersed 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. The professional, scientific and technical services sector is also found throughout the City's Employment Districts, with a significant concentration in Sheridan Park.

Together, wholesaling, manufacturing, retailing, transportation and warehousing and professional, scientific and technical services, make up approximately 50% of businesses and 57% 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.



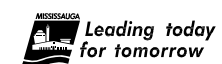
Map 3:
Location of
Retail Trade Businesses

 Retail Trade Areas

The retail trade sector comprises establishments engaged in retailing merchandise generally without transformation and rendering services incidental to the sale of merchandise.
(NAICS Codes 44-45)

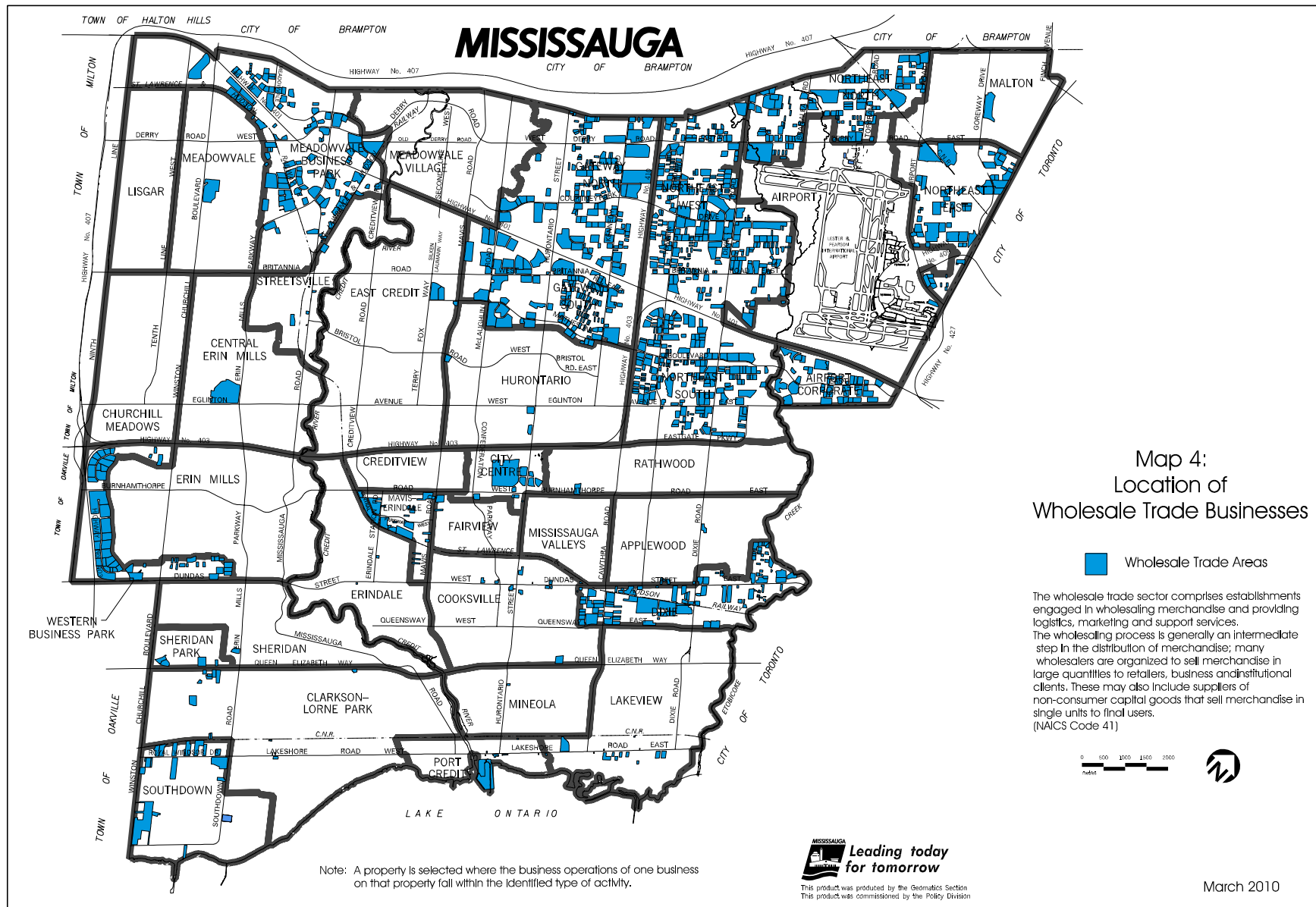


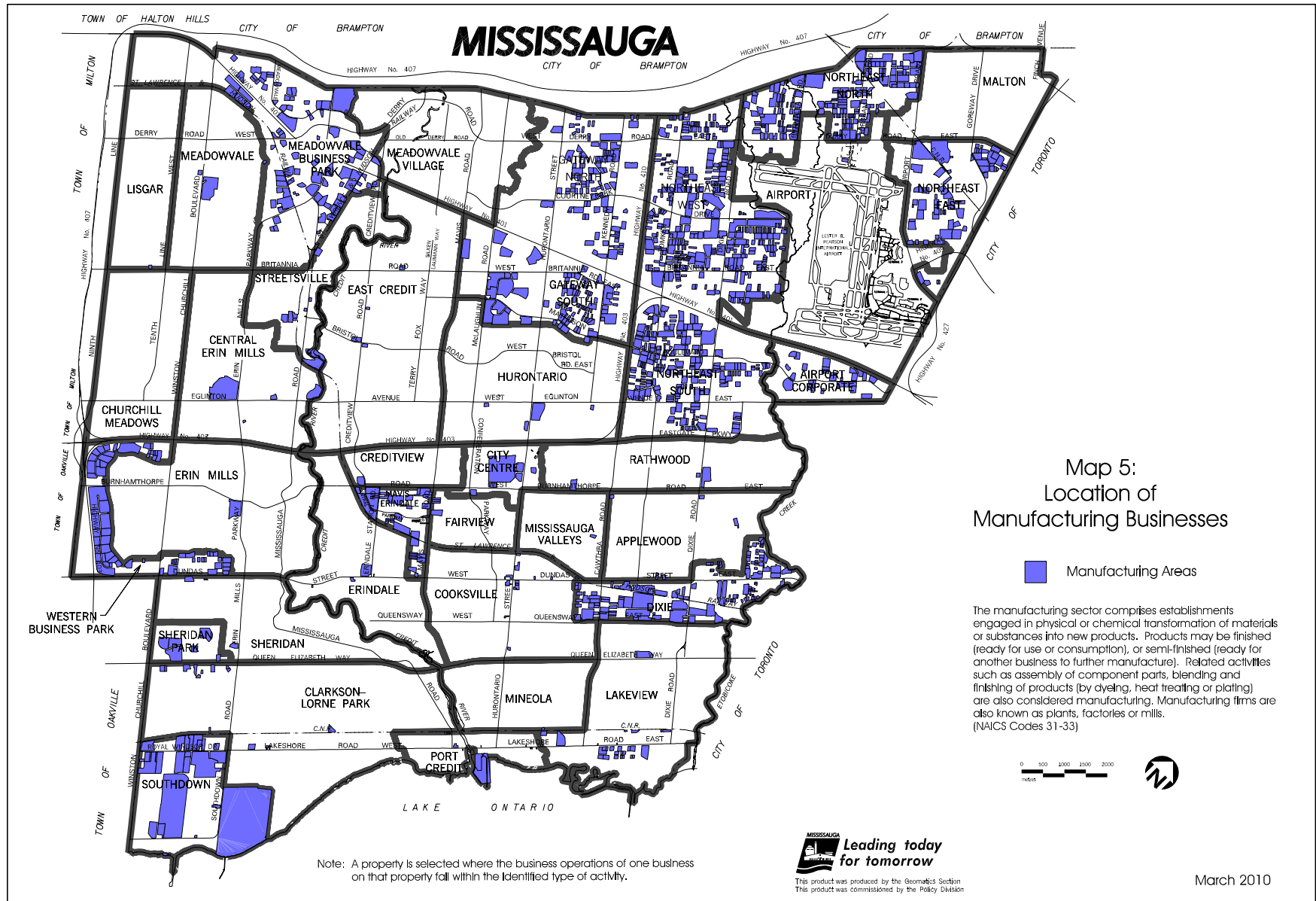
Note: A property is selected where the business operations of one business on that property fall within the identified type of activity.



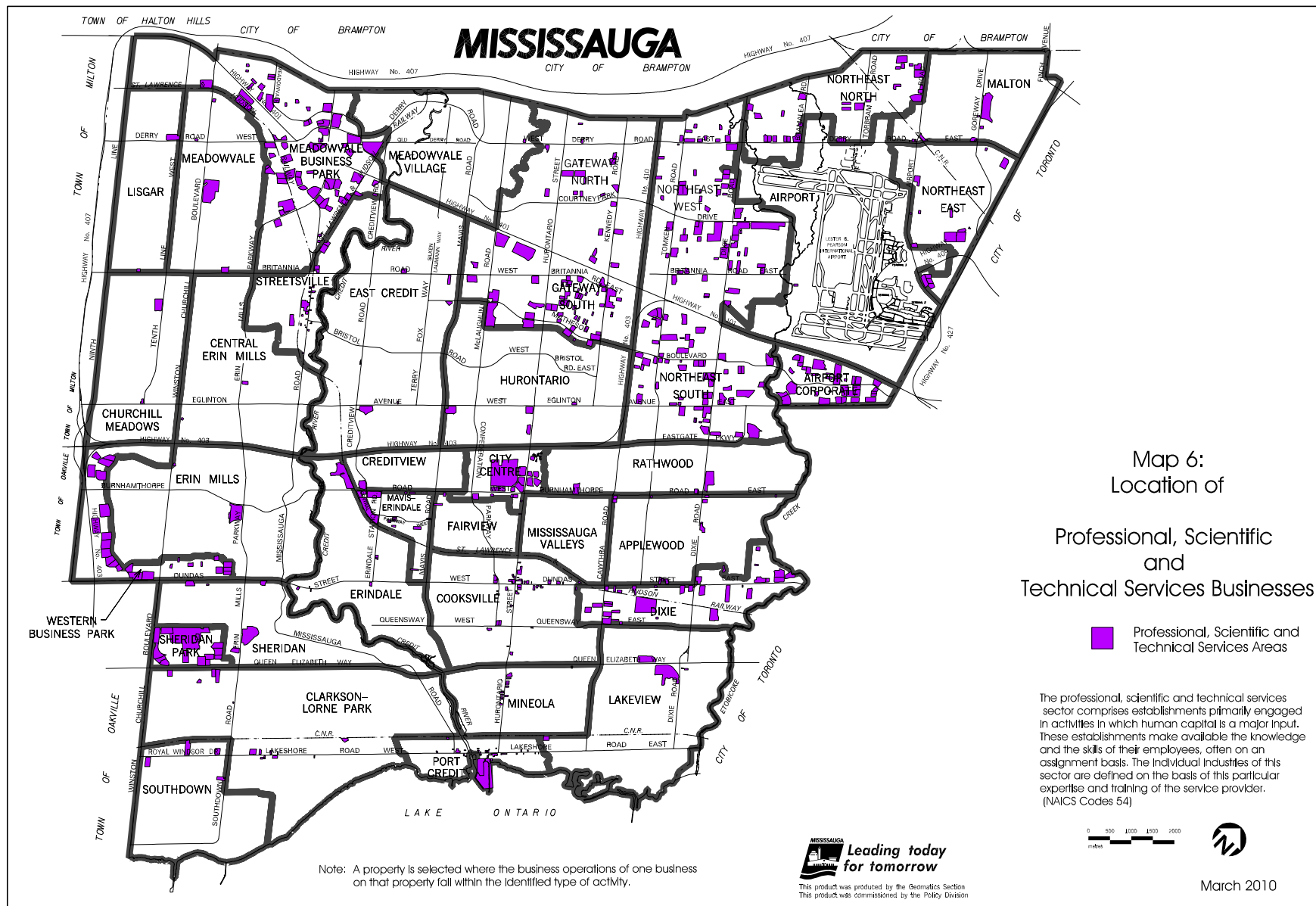
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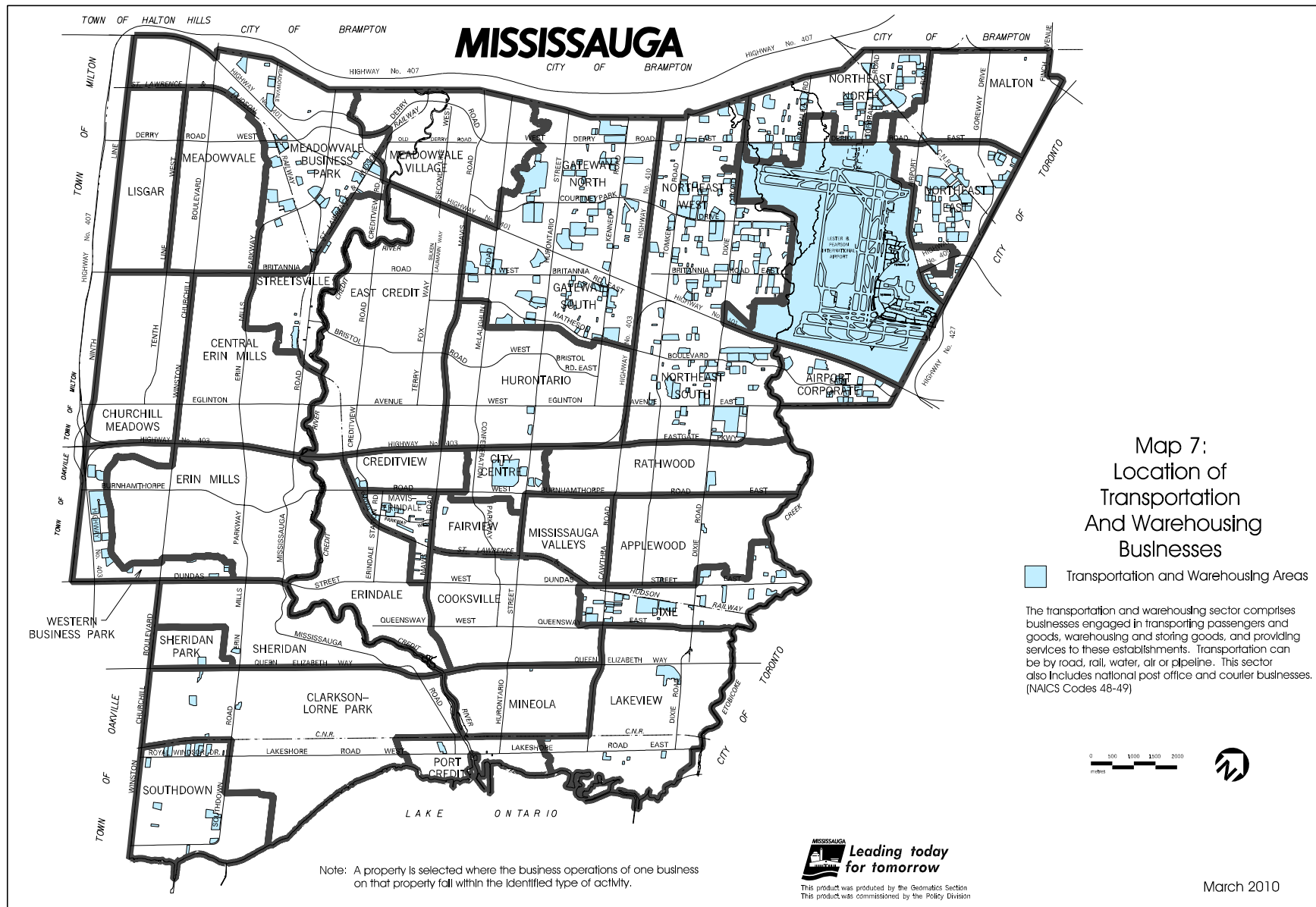
March 2010





Note: A property is selected where the business operations of one business on that property fall within the identified type of activity.





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 8 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 13.5 employees per hectare (5.5 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 9 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 44.5 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.

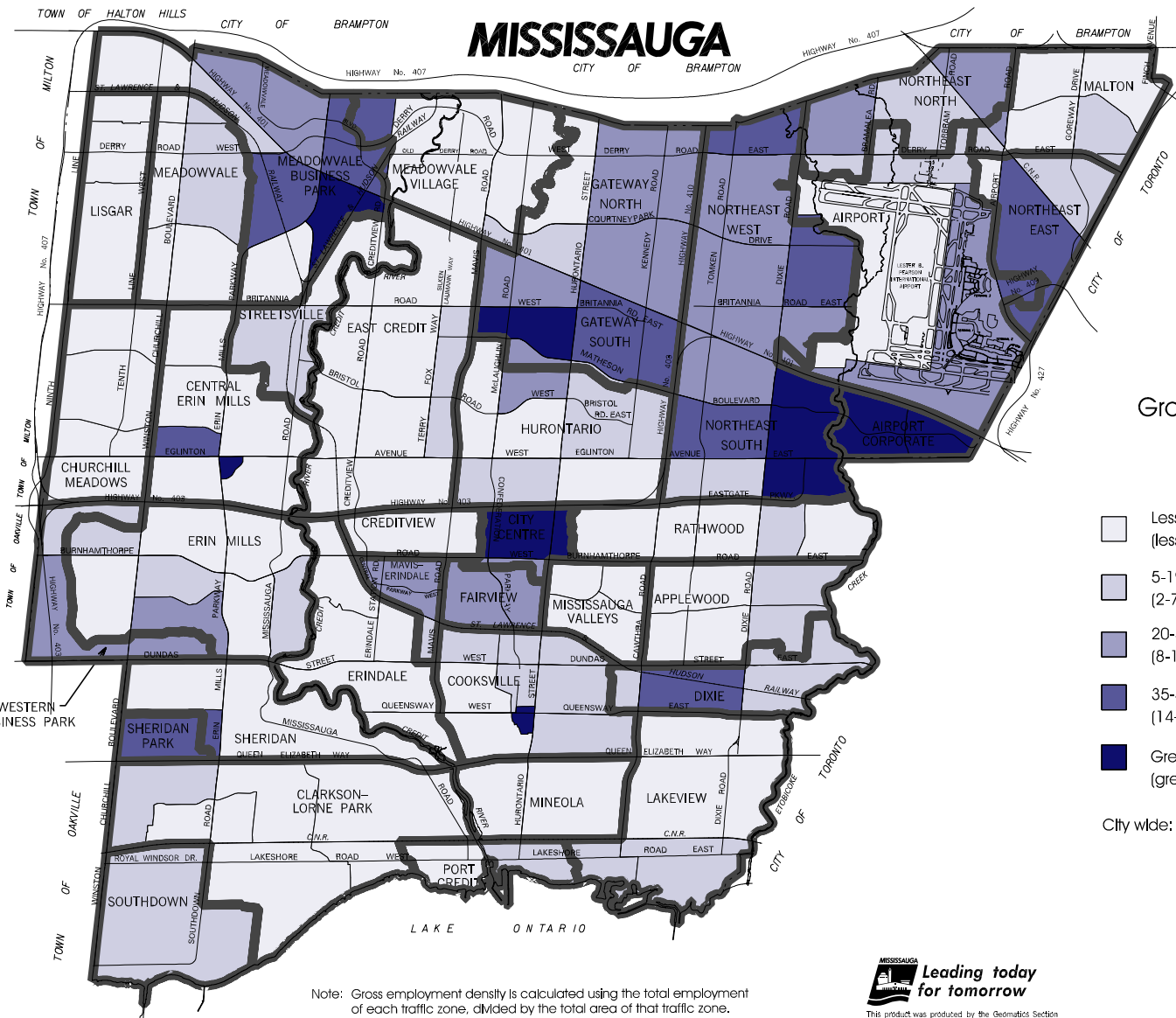
North of the St. Lawrence and Hudson Railway in Mavis-Erindale (traffic zone 71) is another dense area within the city. Mississauga Transit, Rockett Lumber Building Supplies and Canadian Pacific Railway make up the three largest businesses in this area.

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, Federal Express Canada, and Telus.

Large finance, retailing and manufacturing companies such as RBC Financial Group, GlaxoSmithKline, Wal-Mart, Maple Leaf Consumer Foods, Maxxam Analytics, Microsoft Canada and Tech Data 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), Hatch and Petro-Canada Business Centre 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, Citi, Canada Customs and Revenue Agency, Oracle Corporation, Purolator Courier and Shipping Centre, Intria Items 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.

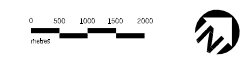
Traffic zones 9, 98, 99 and 101 in the Northeast-South, traffic zone 104 in Northeast-West as well as traffic zone 110 in the Northeast-East area have a wide range of business sectors such as manufacturing, wholesale trade, retail trade, transportation and warehousing, finance and insurance and professional, scientific and technical services, and public administration. Businesses in these areas include TD Bank Financial Group, Canada Post, Bell Canada, RIM, Just Energy, Penaville Servisair, Winners Merchants, Symcor, Aditya Birla Minacs, Panasonic Canada, Sobey's, M D S Pharma Services, Booth Centennial Healthcare Linen Services and Livingston International.



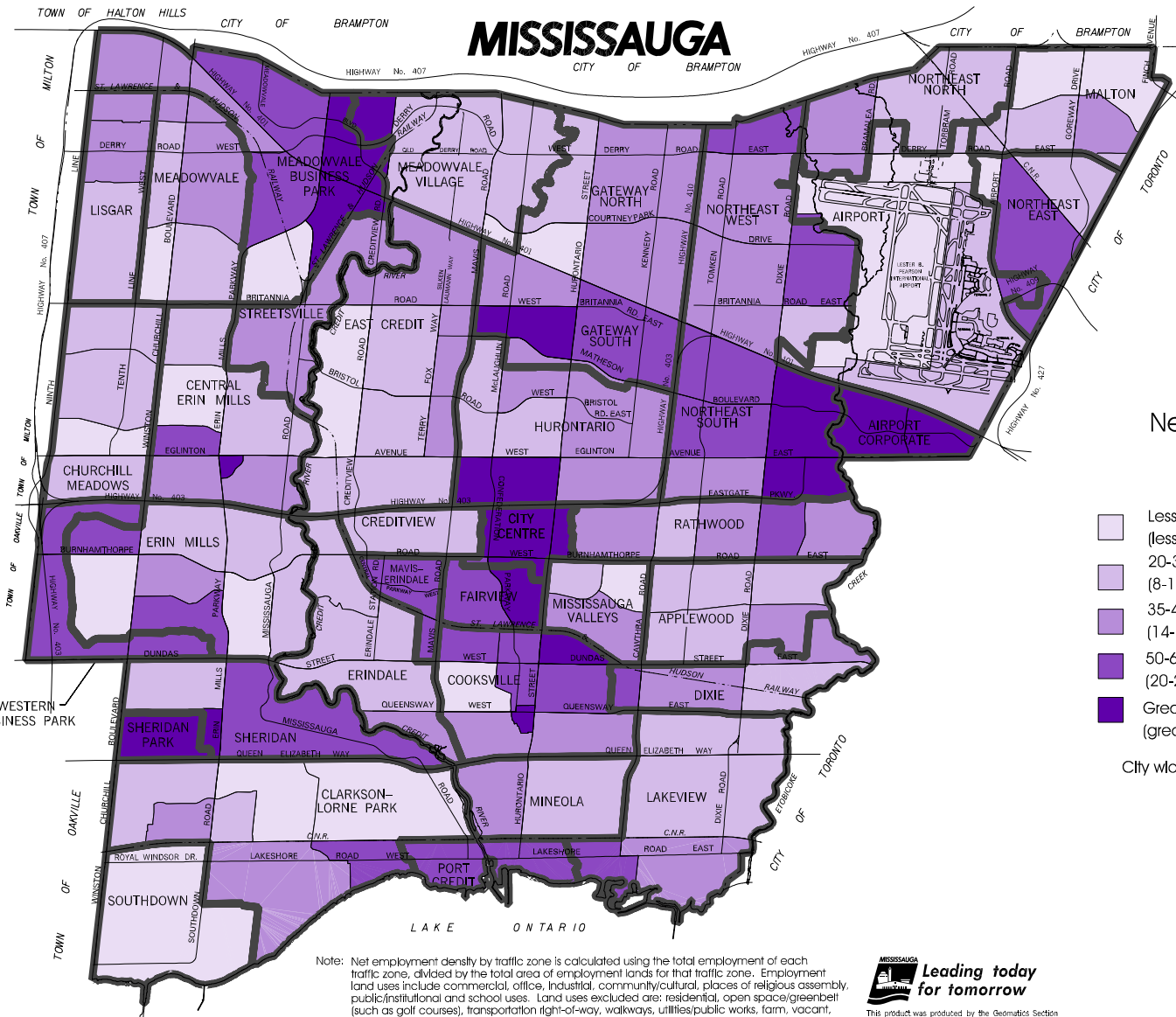
Map 8 :
Gross Employment Density
By Traffic Zone

- Less than 5 employees per hectare
(less than 2 per acre)
- 5-19.9 employees per hectare
(2-7.9 per acre)
- 20-34.9 employees per hectare
(8-13.9 per acre)
- 35-49.9 employees per hectare
(14-19.9 per acre)
- Greater than 49.9 employees per hectare
(greater than 19.9 per acre)

City wide: 13.5 employees per ha (5.5 per acre)



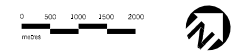
Note: Gross employment density is calculated using the total employment of each traffic zone, divided by the total area of that traffic zone.



Map 9:
Net Employment Density
By Traffic Zone

- Less than 20 employees per hectare
(less than 8 per acre)
- 20-34.9 employees per hectare
(8-13.9 per acre)
- 35-49.9 employees per hectare
(14-19.9 per acre)
- 50-64.9 employees per hectare
(20-26.9 per acre)
- Greater than 64.9 employees per hectare
(greater than 26.9 per acre)

City wide: 44.5 employees per ha (18 per acre)



Note: Net employment density by traffic zone is calculated using the total employment of each traffic zone, divided by the total area of employment lands for that traffic zone. Employment land uses include commercial, office, industrial, community/cultural, places of religious assembly, public/institutional and school uses. Land uses excluded are: residential, open space/greenbelt (such as golf courses), transportation right-of-way, walkways, utilities/public works, farm, vacant, natural areas and other land uses.

3.0 TRENDS IN EMPLOYMENT AND BUSINESS GROWTH

This section summarizes employment and business growth trends. It reviews business and employment data from 2005 to 2009 and, where possible, compares these with historic employment and population trends.

3.1 Employment and Business Trends to 2009

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 730,000 in 2009 (192%); employment has risen from 132,000 in 1977 to 422,590 in 2009 (220%)⁷.

As indicated in Section 2.1, the employment estimate for 2009 is 422,590. 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 2008 Growth Forecast employment projection for June 2009 (452,710 employees). This represents a 6.5% 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.

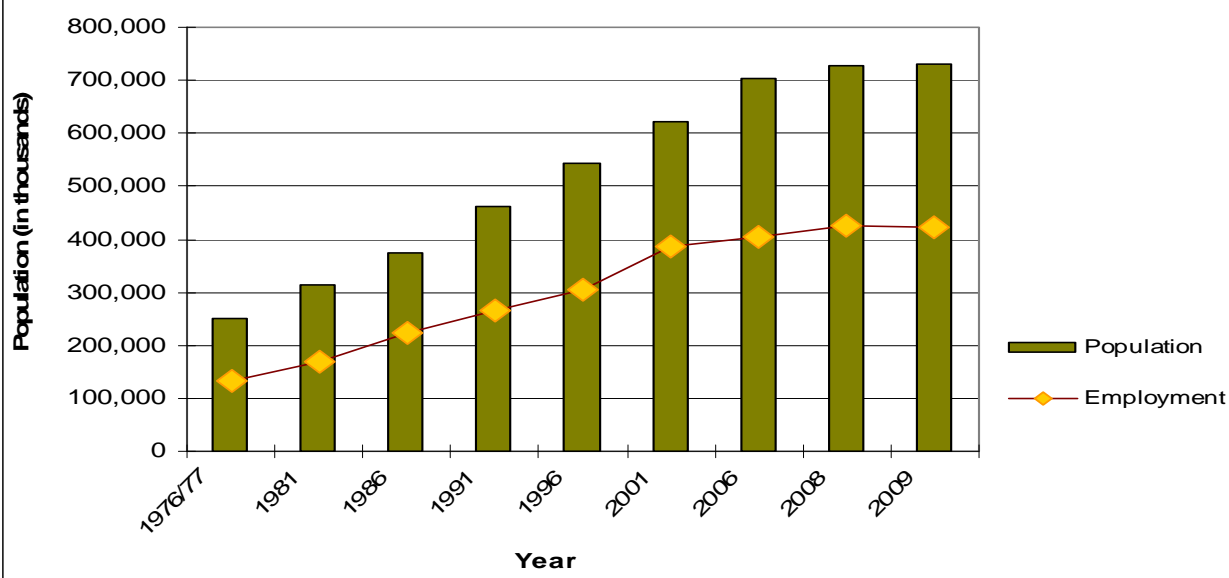
In comparing Employment Survey results (with no adjustment for census definition of employment) from 2008 and 2009, the 2009 Employment Survey found approximately 90 more business sites (operating businesses and vacancies) than in 2008. Operating businesses decreased from 21,380 in 2008 to 21,060 in 2009, an decrease of 320 businesses, while vacancies increased by 18% over the same time period from 2,330 to 2,740.

From 2008 to 2009 a 1.3% decrease in employment was observed. This decrease can be attributed to increase of vacancies in all employment districts from 2008 to 2009.

In 2009 total vacancies increase by 18% or 410 vacancies with the proportion of vacancies to the business sites 12%. The biggest increase 23% of vacancies occurs in developments with five to nine units. In developments with less than 5 units the vacancies increase by 18% from 2008 to 2009. This occurred mainly in office buildings and multi-unit industrial developments.

⁷ Population and employment numbers referenced in this section have been rounded.

Figure 6: Employment and Population Trends, 1976/77 to 2009



Sources: Census of Canada, City of Mississauga Employment Survey, 2008 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 2009 which is the 2009 Employment Survey figure brought in line with the Census definition of employment. The population information is from the Census of Canada, and from City of Mississauga 2008 Growth with projection of population for June 2009.

The total number of vacant buildings decreased from 2008 to 2009 by 23% while the total vacancies have risen by 18%. Some of this decrease is due to new industrial developments established in 2008 in Gateway and Northeast which became fully tenanted in 2009, as well as the expected business turnover within employment areas. 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.

In some districts increase in employment was observed. The companies that have contributed to an increase in employment in 2009 include Bell Canada in Northeast South, Hatch and Petro-Canada Business Centre in Sheridan Park, and Microsoft Canada in Meadowvale Business Park. These companies all increased by approximately 300 employees from the previous year. Mid-sized and smaller firms also contributed to the total increase in employment

3.2 Businesses by Planning District

As a whole, the number of operating businesses in the City decreased by 45 businesses from 2005 to 2009. Table 6 summarizes the number of businesses by Planning District by year from 2005 to 2009.

The number of businesses from 2008 to 2009 decreased in some Planning Districts, with 7% decreases in Clarkson-Lorne Park and Erindale. For example in Creditview, the 6% decrease is the result of vacancy increases, representing 7% of total business sites within that district. In Mississauga Valleys there was a 5% decrease in the number of businesses however, in absolute numbers this is a change of only four businesses. In Sheridan Park, Lester B. Pearson, Lakeview and Dixie there has been a decrease by 4% in the total number of businesses.

During the same time period, vacancies in the Mineola Planning District decreased in 2009 compared to the previous year by more than 5%, occurring mostly within office buildings and retail multi-unit developments. This change partially explains the 7% increase in total businesses for that district.

In some Planning Districts the number of businesses increased from 2008 to 2009, with a large percentage increase in the number of businesses but a small change in the absolute number. For instance, in Churchill Meadows information for ten additional businesses was collected in 2009, resulting in a 11% change from 2008 to 2009, in Mineola 7 additional businesses resulted in 7% change and in Lisgar five additional businesses resulted in a 6% change.

Table 6: Businesses by Planning District, 2005-2009

Planning District	2005		2006		2007		2008		2009		% Change			
	# of Business	% of Total	# of Business	% of Total	# of Business	% of Total	# of Business	% of Total	# of Business	% of Total	2005-2006	2006-2007	2007-2008	2008-2009
Northeast	6,585	31%	6,420	31%	6,540	31%	6,540	31%	6,440	31%	-3%	2%	0%	-2%
Gateway	1,635	8%	1,620	8%	1,680	8%	1,740	8%	1,705	8%	-1%	3%	4%	-2%
Dixie	1,480	7%	1,420	7%	1,485	7%	1,515	7%	1,460	7%	-4%	4%	2%	-4%
Meadowvale Business Park	1,220	6%	1,220	6%	1,275	6%	1,260	6%	1,250	6%	0.1%	4%	-1%	-1%
Cooksville	1,100	5%	1,075	5%	1,085	5%	1,075	5%	1,070	5%	-3%	1%	-1%	-1%
Western Business Park	955	5%	970	5%	990	5%	1,005	5%	990	5%	2%	2%	2%	-1%
City Centre	1,025	5%	1,035	5%	1,050	5%	1,000	5%	1,005	5%	1%	1%	-5%	0.2%
Airport Corporate	540	3%	550	3%	570	3%	590	3%	600	3%	1%	4%	3%	2%
Lakeview	530	3%	535	3%	525	2%	510	2%	490	2%	0.2%	-2%	-2%	-4%
Port Credit	500	2%	490	2%	500	2%	500	2%	500	2%	-2%	2%	0%	1%
Mavis-Erindale	485	2%	495	2%	490	2%	490	2%	470	2%	2%	0%	0%	-4%
Central Erin Mills	470	2%	475	2%	480	2%	475	2%	475	2%	1%	1%	-1%	1%
Streetsville	445	2%	445	2%	440	2%	435	2%	425	2%	0.4%	-1%	-2%	-3%
Clarkson-Lorne Park	415	2%	410	2%	410	2%	415	2%	385	2%	-2%	0%	0.5%	-7%
Applewood	400	2%	370	2%	395	2%	400	2%	395	2%	-8%	6%	1%	-2%
Hurontario	365	2%	365	2%	395	2%	395	2%	390	2%	0.3%	7%	0%	-2%
Lester B. Pearson	345	2%	350	2%	320	2%	340	2%	330	2%	2%	-9%	5%	-4%
Malton	355	2%	355	2%	350	2%	340	2%	340	2%	0.3%	-1%	-4%	1%
East Credit	235	1%	240	1%	290	1%	310	1%	310	1%	2%	17%	6%	-1%
Southdown	275	1%	260	1%	270	1%	270	1%	265	1%	-7%	3%	0.4%	0.4%
Sheridan	265	1%	260	1%	280	1%	265	1%	260	1%	-3%	6%	-5%	-2%
Rathwood	240	1%	240	1%	245	1%	245	1%	240	1	0.4%	1%	0%	-2%
Meadowvale	225	1%	230	1%	230	1%	225	1%	220	1%	1%	2%	-3%	-2%
Erin Mills	220	1%	220	1%	220	1%	215	1%	220	1%	1%	-1%	-2%	1%
Erindale	165	1%	160	1%	170	1%	170	1%	155	1%	-2%	6%	-2%	-7%
Fairview	135	1%	130	1%	130	1%	130	1%	130	1%	-4%	-1%	2%	0%
Mineola	105	1%	105	0.5%	100	0.5%	100	0.5%	105	0.5%	-3%	-6%	1%	7%
Churchill Meadows	50	0.2%	65	0.3%	80	0.4%	85	0.4%	95	0.4%	25%	17%	2%	11%
Lisgar	55	0.3%	65	0.3%	70	0.3%	80	0.4%	85	0.4%	15%	10%	8%	6%
Mississauga Valleys	75	0.4%	75	0.4%	80	0.4%	80	0.4%	75	0.4%	1%	5%	-1%	-5%
Creditview	70	0.3%	70	0.3%	70	0.3%	75	0.3%	70	0.3%	-1%	3%	1%	-6%
Meadowvale Village	60	0.3%	60	0.3%	60	0.3%	60	0.3%	65	0.3	2%	3%	0%	2%
Sheridan Park	60	0.3%	60	0.3%	60	0.3%	55	0.3%	55	0.3%	3%	-5%	-5%	-4%
Total	21,105	100%	20,840	100%	21,340	100%	21,380	100%	21,060	100%	-1%	2%	0.2%	-2%

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

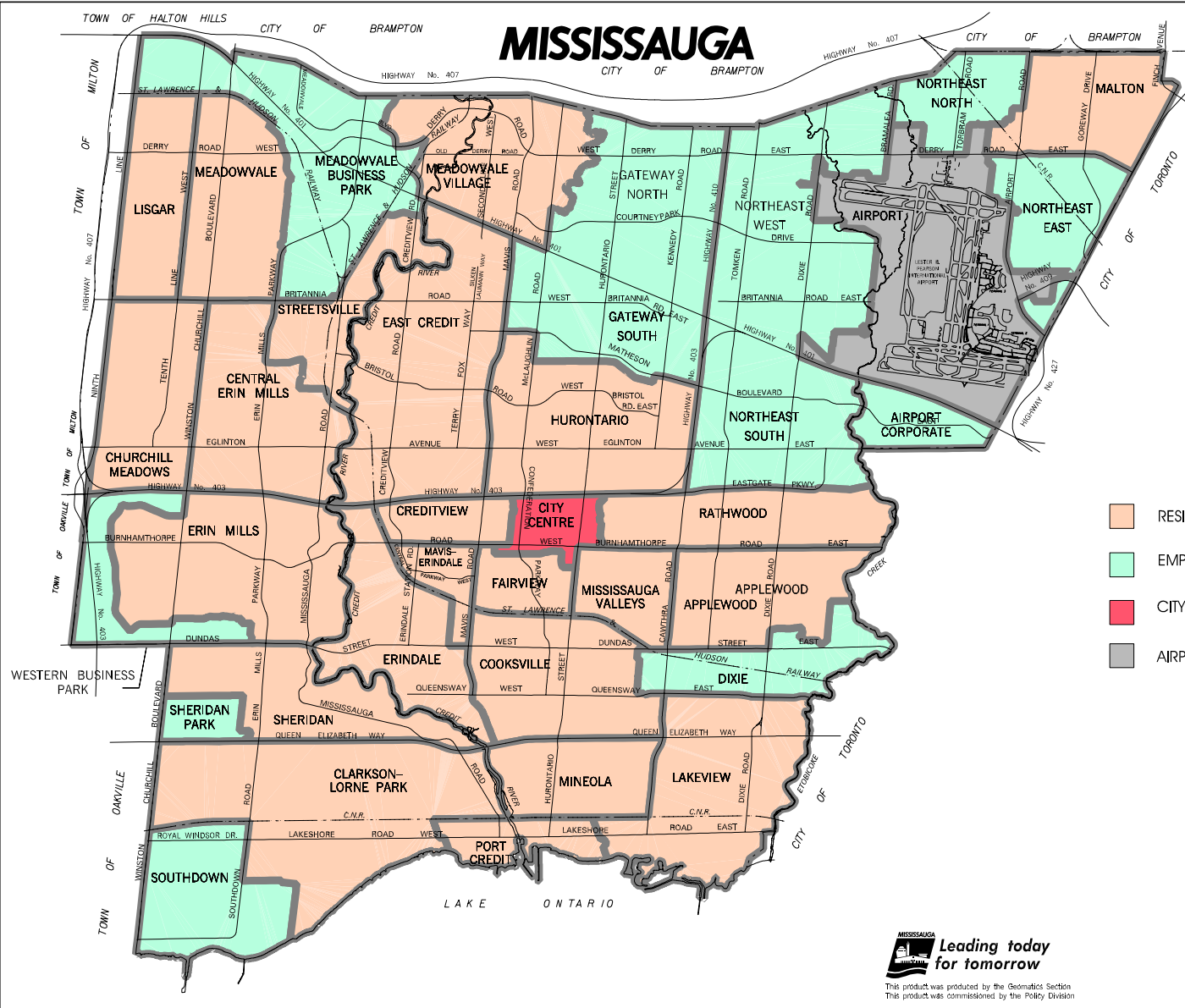
4.0 KEY FINDINGS

This report presents a profile of employment and businesses in the City in 2009 and reviews employment and business growth trends. The principal findings of the report are as follows:

- Employment based on the 2009 Employment Survey was 396,000. 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 422,590;
- The total employment estimate of 422,590 employees is a 6.5% difference from the City of Mississauga 2008 Growth Forecast projection of employment for June 2009 of 452,710 employees;
- Mississauga has an employment ratio of .58, that is, for every 100 residents of the City, there were 58 local jobs;
- There are approximately 17,335 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 56,240 positions in 2009. 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 2009;
- 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 almost 40% of the total employment opportunities in the City in 2009;
- In 2009, 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, Northeast-North and Dixie;
- The City's employment profile continues to be dominated by small businesses. In 2009, 72% of the City's businesses were establishments of less than 20 employees while 44% 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 6% 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 14% of all employees and 12% of business activities are in manufacturing, consisting of 18% 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 12% of the total employment. Professional, scientific and technical services are a growing sector in the City of Mississauga, consisting of 7% of total employment as well as 7% of total businesses.
- The four business sectors wholesale trade, manufacturing, professional, scientific and technical services and transportation and warehousing make up approximately 37% of businesses and 51% 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 13.5 employees per hectare (5.5 employees per acre) and the average net employment density is 44.5 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 2008 to 2009, total vacancies increased by 18% or 410 vacancies with the proportion of vacancies at 12% of total businesses,
- There has been a decrease in the number of businesses in the City from 2005 to 2009 by 45 businesses. However, some individual Planning Districts have experienced significant increase and decreases in the business count; and
- From 2008 to 2009, a 1.3% decrease in employment was observed

MISSISSAUGA



Appendix A:
Planning Districts

- RESIDENTIAL
- EMPLOYMENT
- CITY CENTRE
- AIRPORT

0 500 1000 1500 2000
meters



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March 2010

Appendix B: Employment Adjustment Factors

Residential Adjustment Factor

The following adjustment factors were applied to businesses with no employment data in each Residential District total of 275 businesses:

Planning District	Adjusted Factor
Applewood	5.106
Central Erin Mills	6.733
Churchill Meadows	6.494
Clarkson-Lorne Park	6.532
Cooksville	4.628
Creditview	5.721
East Credit	7.926
Erin Mills	7.530
Erindale	5.270
Fairview	7.959
Hurontario	7.462
Lakeview	6.088
Lisgar	6.844
Malton	5.248
Meadowvale	8.037
Meadowvale Village	10.349
Mineola	5.819
Mississauga Valleys	7.125
Port Credit	4.152
Rathwood	5.804
Sheridan	6.152
Streetsville	4.462

This year the method of the adjustment factor calculation for the Residential Districts has been changed. The Residential District adjustment factor is unique to each Residential Planning District and is calculated based on the average number of employees for businesses with less than 50 employees in each Residential Planning Districts. Previous years the adjustment factor was calculated using the average number of employees for businesses with less than 100 employees in all Residential Planning Districts. This change ensures that the figures are more accurate and better reflect the characteristics of the businesses located within each Residential Planning District.

Employment Adjustment Factors

The following adjustment factors were applied to businesses with no employment data in each Employment District total of 2,131 businesses:

Planning District	Adjustment Factor
Airport Corporate	15.875
City Centre	11.230
Dixie	7.950
Gateway	15.793
Lester B. Pearson	14.204
Mavis-Erindale	10.425
Meadowvale Business Park	15.069
Northeast	11.416
Sheridan Park	22.458
Southdown	9.973
Western Business Park	10.105

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

Appendix C: Businesses with 300+ Employees

Business Name	Street Address	Planning District
<i>Businesses with 1000+ employees</i>		
Air Canada	1 PIA	Lester B. Pearson
Bell Canada	5115 Creekbank Rd	Northeast
R B C Financial Group	6880 Financial Dr	Meadowvale Business Park
Trillium Health Centre - Mississauga Site	100 Queensway W	Cooksville
TD Bank Financial Group	4880 Tahoe Blvd	Northeast
Hewlett-Packard (Canada) Co.	5150 Spectrum Way	Airport Corporate
Credit Valley Hospital, The	2200 Eglinton Ave W	Central Erin Mills
Atomic Energy of Canada Ltd. (AECL)	2251 Speakman Dr	Sheridan Park
Canada Post - Gateway Postal Facility	4567 Dixie Rd	Northeast
Canada Cartage	1115 Cardiff Blvd	Northeast
GlaxoSmithKline Inc.	7333 Mississauga Rd	Meadowvale Business Park
University of Toronto at Mississauga - Erindale Campus	3359 Mississauga Rd	Erin Mills
Hatch	2800 Speakman Dr	Sheridan Park
Wal-Mart Canada Inc.	1940 Argentia Rd	Meadowvale Business Park
Group 4 Falck	5770 Hurontario St	Gateway
Greater Toronto Airports Authority	3111 Convair Dr	Lester B. Pearson
Mississauga Transit	975 Central Pky W	Mavis-Erindale
City of Mississauga (City Hall)	300 City Centre Dr	City Centre
T S T Overland Express	5200 Maingate Dr	Northeast
Accenture Inc.	5450 Explorer Dr	Airport Corporate
Microsoft Canada Co.	1950 Meadowvale Blvd	Meadowvale Business Park
RIM	4701 Tahoe Blvd	Northeast
Citigroup	2920 Matheson Blvd E	Airport Corporate
Canada Revenue Agency	5800 Hurontario St	Gateway
<i>Businesses with 500-999 employees:</i>		
Honeywell	3333 Unity Dr	Western Business Park
United Technologies Pratt & Whitney Canada Inc.	1801 Courtneypark Dr E	Northeast
Citi	5900 Hurontario St	Gateway
Maple Leaf Consumer Foods	6985 Financial Dr	Meadowvale Business Park
Cara Operations	2498 Britannia Rd E	Lester B. Pearson
Patheon Inc.	2100 Syntex Crt	Meadowvale Business Park
Oracle Corp. Canada	100 Milverton Dr	Gateway
General Electric Canada	2300 Meadowvale Blvd	Meadowvale Business Park
Intria Items Inc. (Processing Centre)	155 Britannia Rd E	Gateway
Personal Insurance Company of Canada/Certas Direct Insurance Company	3 Robert Speck Pky	City Centre
Symcor	1 Robert Speck Pky	City Centre
Peel District School Board	5650 Hurontario St	Gateway
Winners Merchant LP	3185 American Dr	Northeast
Ingram Micro Inc.	55 Standish Crt	Gateway
FedEx Canada Ltd.	6895 Bramalea Rd	Lester B. Pearson
Winners Merchants Inc.	6715 Airport Rd	Northeast

Business Name	Street Address	Planning District
Aditya Birla Minacs	6655 Airport Rd	Northeast
Resolve Corporation	2 Robert Speck Pky	City Centre
Petro-Canada Business Centre	2489 North Sheridan Way	Sheridan Park
Maple Leaf Foods	6897 Financial Dr	Meadowvale Business Park
Matrix Logistics Services Ltd.	6941 Kennedy Rd	Gateway
AstraZeneca Canada Inc.	1004 Middlegate Rd	Dixie
Sobeys Ontario	6355 Viscount Rd	Northeast
Symcor Inc.	1625 Tech Ave	Northeast
Just Energy	6345 Dixie Rd	Northeast
S C M Supply Chain Management	6800 Maritz Dr	Gateway
ErinoakKids Centre for Treatment and Development	2695 North Sheridan Way	Sheridan Park
Maxxam Analytics Inc.	6740 Campobello Rd	Meadowvale Business Park
Shaw Satellite Services/Star Choice	2055 Flavell Blvd	Sheridan Park
Penauille Servisair	5915 Airport Rd	Northeast
Universal ATM Services Inc.	2345 Stanfield Rd	Dixie
<i>Businesses with 300-499 employees</i>		
Peel Region Police	180 Derry Rd E	Gateway
Airport Information Services	1 PIA	Lester B. Pearson
Daimler Chrysler	350 Hazelhurst Rd	Southdown
Pepsi Bottling Group, The	5900 Falbourne St	Gateway
Booth Centennial Healthcare Linen Services	6580 Northwest Dr	Northeast
Federal Express Canada Ltd.	5985 Explorer Dr	Airport Corporate
Sysco Food Services of Toronto Inc.	7055 Kennedy Rd	Gateway
NAV Canada	6055 Midfield Rd	Lester B. Pearson
Royal & SunAlliance Insurance Co.	2225 Erin Mills Pky	Sheridan
Bell World	5055 Satellite Dr	Airport Corporate
H B Group Insurance Management Ltd.	5600 Cancross Crt	Gateway
Corporate Express Canada Inc.	550 Pendant Dr	Gateway
Independent Electricity System Operator	2635 Lakeshore Rd W	Southdown
Tech Data Canada Inc.	6911 Creditview Rd	Meadowvale Business Park
Mississauga Seating Systems	400 Courtneypark Dr E	Gateway
C C S I Technology Solutions	2480 Meadowvale Blvd	Meadowvale Business Park
Drakkar Human Resources Inc.	1131 Derry Rd E	Northeast
Panasonic Canada Inc.	5770 Ambler Dr	Northeast
Rosedale Group, The	6845 Invader Cres	Northeast
Morguard Investments Ltd. - Property Management Office	55 City Centre Dr	City Centre
Maritz Canada Inc.	6900 Maritz Dr	Gateway
P C L Constructors Canada Inc.	2085 Hurontario St	Cooksville
Bodycote Testing Group	2395 Speakman Dr	Sheridan Park
SHOW Broadcast Services	2055 Flavell Blvd	Sheridan Park
Purolator Courier Ltd.	5995 Avebury Rd	Gateway
World Vision Canada	1 World Dr	Gateway
Shopping Channel, The	59 Ambassador Dr	Gateway
The Brick	6765 Kennedy Rd	Gateway
MJ Manufacturing	2457 Lakeshore Rd W	Southdown

Business Name	Street Address	Planning District
Salcros Maintenance Contractors Ltd.	7331 Bramalea Rd	Northeast
Wal-Mart	800 Matheson Blvd W	East Credit
C M L Healthcare Inc.	6560 Kennedy Rd	Gateway
Wells Fargo Financial Corporation Canada	55 Standish Crt	Gateway
Enersource Hydro Mississauga	3240 Mavis Rd	Mavis-Erindale
ADP Canada	6200 Kenway Dr	Gateway
Skyservice Airlines	3 PIA	Lester B. Pearson
M D S Pharma Services	1980 Matheson Blvd E	Northeast
Government of Canada/ Canada Customs and Revenue Agency	1980 Matheson Blvd E	Northeast
CIBA Vision Sterile Manufacturing Ltd.	6515 Kitimat Rd	Meadowvale Business Park
Dufferin Peel Catholic District School Board (Catholic Education Centre)	40 Matheson Blvd W	Gateway
Pharma Medica Research Inc.	6100 Belgrave Rd	Gateway
Rubbermaid Canada Inc.	2550 Stanfield Rd	Dixie
Baxter Corporation	4 Robert Speck Pky	City Centre
Kuehne + Nagel International Ltd.	5800 Hurontario St	Gateway
Telus	5090 Explorer Dr	Airport Corporate
C G I Information Systems & Management Consultants	2480 Meadowvale Blvd	Meadowvale Business Park
Orenda Aerospace Corporation	3160 Derry Rd E	Northeast
Peel Children's Aid	6860 Century Ave	Meadowvale Business Park
Rexel Canada Electrical Inc.	5600 Keaton Cres	Gateway
Stackpole Ltd. - Automotive Gear Division	2430 Royal Windsor Dr	Southdown
Livingston International Inc.	6725 Airport Rd	Northeast
Golder Associates Ltd.	2390 Argentia Rd	Meadowvale Business Park
Petro-Canada Lubricants	385 Southdown Rd	Southdown
G N Johnston Equipment Co. Ltd.	5990 Avebury Rd	Gateway
Transportation and Works Department	3185 Mavis Rd	Cooksville
R R Donnelley	6100 Vipond Dr	Northeast
Samuel Son & Co., Ltd.	2360 Dixie Rd	Dixie
Accenture Inc.	33 City Centre Dr	City Centre
Trans X Ltd.	7225 Transmark Crt	Northeast
Metroland Media Group Ltd.	3125 Wolfedale Rd	Mavis-Erindale
Medtronic of Canada Ltd.	6733 Kitimat Rd	Meadowvale Business Park
Panalpina	5800 Avebury Rd	Gateway
Johnson Controls Mississauga LP	6450 Cantay Rd	Gateway
Verex Technology	5201 Explorer Dr	Airport Corporate
TransGlobe Property Management Services	5310 Explorer Dr	Airport Corporate
Coseco Insurance Inc.	5600 Cancross Crt	Gateway
Ministry of Finance	77 City Centre Dr	City Centre
Citizenship & Immigration Canada Greater Toronto Enforcement Centre	6900 Airport Rd	Northeast
McCormick Rankin Corp.	2655 North Sheridan Way	Sheridan Park
Kingsway General Insurance Company	7120 Hurontario St	Gateway
Coseco Insurance Inc.	5600 Cancross Crt	Gateway
Biovail Corporation	7150 Mississauga Rd	Meadowvale Business Park

Business Name	Street Address	Planning District
LG Electronics	550 Matheson Blvd E	Gateway
Consolidated Aviation Fuelling of Toronto Ltd.	5600 Silver Dart Dr	Lester B. Pearson
General Mills Corp.	5825 Explorer Dr	Airport Corporate
Hoffmann-La Roche Ltd.	2455 Meadowpine Blvd	Meadowvale Business Park
SS&C Technologies	5255 Orbitor Dr	Airport Corporate
Canon Canada Inc.	6390 Dixie Rd	Northeast
E.I. Du Pont Canada Company	7070 Mississauga Rd	Meadowvale Business Park
Delta Meadowvale Resort & Conference Centre	6750 Mississauga Rd	Meadowvale Business Park
Psion Teklogix Inc.	2100 Meadowvale Blvd	Meadowvale Business Park
Garland Commercial Ranges Ltd.	1177 Kamato Rd	Northeast
Anixter Canada Inc.	200 Foster Cres	Gateway
Chubb Security Systems	5201 Explorer Dr	Airport Corporate

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.

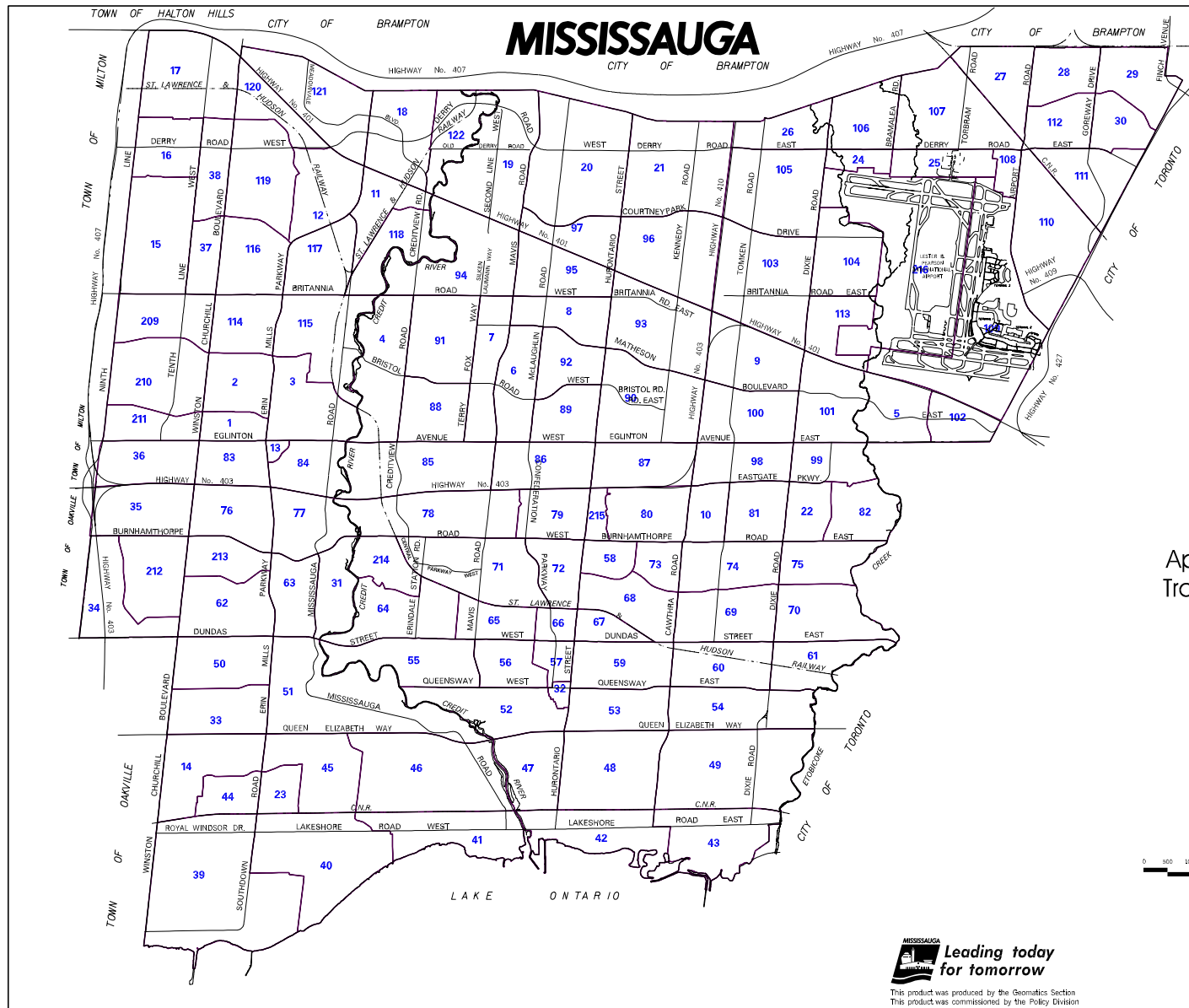
Utilities (NAICS Code 22)

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 F: Employment Density Calculations

Traffic Zone	Gross Density		Net Density	
	Employees per Hectare	Employees per Acre	Employees per Hectare	Employees per Acre
1	36.2	14.6	59.4	24.0
2	2.0	0.8	19.0	7.7
3	0.8	0.3	21.3	8.6
4	1.6	0.7	17.1	6.9
5	64.4	26.1	140.3	56.8
6	1.4	0.6	22.4	9.1
7	9.3	3.8	42.9	17.3
8	70.9	28.7	99.1	40.1
9	31.8	12.9	51.3	20.8
10	2.2	0.9	21.3	8.6
11	60.5	24.5	81.5	33.0
12	43.2	17.5	64.1	25.9
13	170.0	68.8	225.0	91.1
14	5.5	2.2	24.9	10.1
15	1.4	0.6	24.6	9.9
16	2.7	1.1	38.9	15.7
17	3.4	1.4	37.2	15.1
18	47.8	19.3	111.3	45.0
19	0.8	0.3	28.9	11.7
20	4.8	1.9	22.8	9.2
21	26.0	10.5	40.1	16.2
22	5.8	2.3	61.2	24.8
23	1.1	0.5	29.3	11.9
24	16.0	6.5	46.8	18.9
25	6.0	2.4	6.4	2.6
26	37.0	15.0	53.2	21.5
27	23.6	9.6	32.1	13.0
28	1.7	0.7	13.2	5.3
29	1.9	0.8	17.4	7.0
30	6.5	2.6	40.5	16.4
31	9.6	3.9	22.7	9.2
32	244.2	98.8	346.9	140.4
33	38.0	15.4	94.0	38.0
34	21.2	8.6	50.9	20.6
35	15.5	6.3	53.3	21.6
36	0.9	0.4	23.0	9.3
37	0.3	0.1	12.3	5.0
38	3.1	1.3	27.9	11.3

Traffic Zone	Gross Density		Net Density	
	Employees per Hectare	Employees per Acre	Employees per Hectare	Employees per Acre
39	8.0	3.2	13.7	5.5
40	2.6	1.0	48.0	19.4
41	3.5	1.4	52.8	21.4
42	11.2	4.5	60.6	24.5
43	6.9	2.8	43.8	17.7
44	2.9	1.2	42.1	17.0
45	1.3	0.5	13.7	5.5
46	0.6	0.2	19.2	7.8
47	0.5	0.2	41.2	16.7
48	2.1	0.8	23.0	9.3
49	3.3	1.3	32.0	13.0
50	3.1	1.3	34.7	14.0
51	2.9	1.2	51.6	20.9
52	0.6	0.3	35.1	14.2
53	5.0	2.0	41.8	16.9
54	1.6	0.6	27.9	11.3
55	2.3	0.9	32.4	13.1
56	0.9	0.4	17.8	7.2
57	13.6	5.5	59.3	24.0
58	3.8	1.5	32.2	13.0
59	14.8	6.0	53.3	21.6
60	36.2	14.7	43.8	17.7
61	18.1	7.3	32.8	13.3
62	20.2	8.2	55.7	22.5
63	1.5	0.6	15.8	6.4
64	3.3	1.3	29.1	11.8
65	19.9	8.1	55.5	22.5
66	19.6	7.9	55.3	22.4
67	12.8	5.2	74.7	30.2
68	2.4	1.0	35.0	14.2
69	4.6	1.9	32.3	13.1
70	17.0	6.9	44.1	17.8
71	25.5	10.3	57.3	23.2
72	23.1	9.3	153.6	62.1
73	1.0	0.4	17.0	6.9
74	3.0	1.2	25.3	10.2
75	5.1	2.1	32.8	13.3
76	1.0	0.4	31.7	12.8
77	1.4	0.6	32.4	13.1
78	1.3	0.5	27.9	11.3
79	67.0	27.1	133.7	54.1
80	2.6	1.1	37.5	15.2

Traffic Zone	Gross Density		Net Density	
	Employees per Hectare	Employees per Acre	Employees per Hectare	Employees per Acre
81	1.7	0.7	39.2	15.9
82	1.4	0.6	39.3	15.9
83	2.0	0.8	40.5	16.4
84	3.2	1.3	39.1	15.8
85	1.0	0.4	31.8	12.9
86	7.5	3.0	106.7	43.2
87	2.6	1.1	38.6	15.6
88	3.1	1.3	25.0	10.1
89	2.3	0.9	22.8	9.2
90	5.9	2.4	44.6	18.0
91	1.5	0.6	26.8	10.8
92	25.4	10.3	36.0	14.6
93	39.0	15.8	60.9	24.6
94	3.1	1.3	36.9	14.9
95	26.1	10.6	40.8	16.5
96	21.5	8.7	38.9	15.7
97	6.4	2.6	15.2	6.2
98	18.2	7.4	48.8	19.8
99	55.4	22.4	109.5	44.3
100	41.2	16.7	56.0	22.7
101	64.3	26.0	105.8	42.8
102	100.6	40.7	184.6	74.7
103	29.9	12.1	42.3	17.1
104	38.6	15.6	53.2	21.5
105	29.0	11.8	43.0	17.4
106	29.2	11.8	45.5	17.8
107	19.1	7.7	25.3	10.3
108	0.4	0.2	1.1	0.5
109	26.7	10.8	28.0	11.4
110	40.5	16.4	54.3	22.0
111	17.1	6.9	33.9	13.7
112	2.7	1.1	32.5	13.2
113	20.4	8.3	32.8	13.3
114	1.9	0.8	30.7	12.4
115	6.7	2.7	41.2	16.7
116	1.6	0.7	32.7	13.2
117	4.9	2.0	16.8	6.8
118	2.8	1.1	35.0	14.2
119	5.3	2.1	36.8	14.9
120	18.9	7.6	45.8	18.5
121	31.0	12.5	64.5	26.3
122	1.2	0.5	21.7	8.8

Traffic Zone	Gross Density		Net Density	
	Employees per Hectare	Employees per Acre	Employees per Hectare	Employees per Acre
209	3.1	1.2	32.4	13.1
210	0.8	0.3	21.4	8.7
211	1.1	0.4	14.9	6.0
212	0.8	0.3	17.4	7.0
213	9.5	3.8	46.6	18.9
214	1.1	0.4	23.0	9.3
215	154.2	62.4	524.2	212.1
216	1.6	0.6	1.7	0.7
City Wide	13.5	5.5	44.5	18

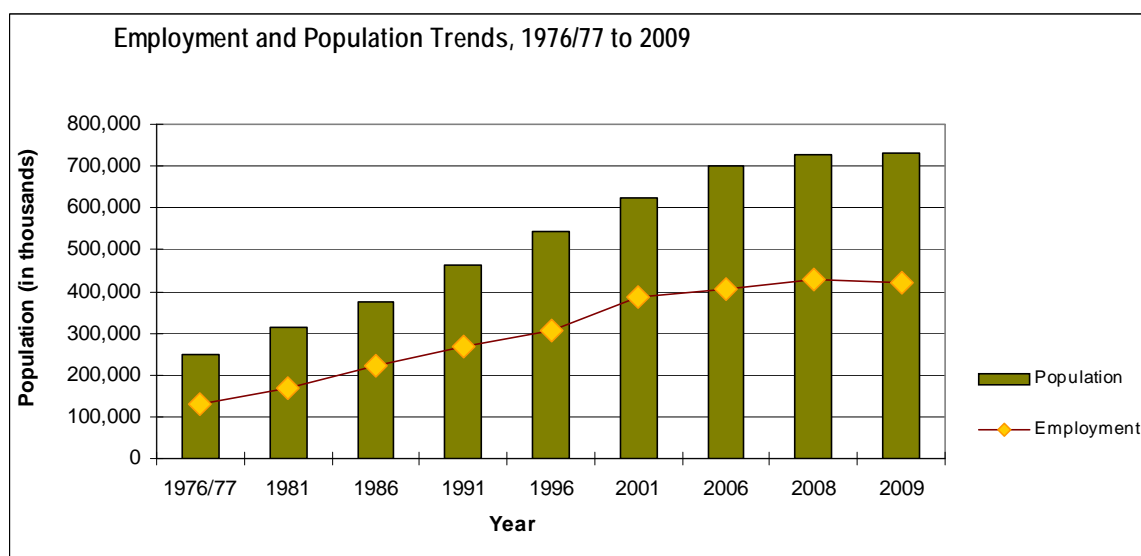
Note: In 2009 the density calculation does not include figures from the new lands acquired from Milton.

City of Mississauga, Planning and Building Department 2009 Employment Profile

This newsletter presents a profile of employment and business activities in the City of Mississauga in 2009. It discusses employment levels, existing businesses and vacancies.

The data in this report are based on information from the Mississauga Employment Database and the 2009 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 2009 Employment Survey counted 396,000¹ employment positions in 2009. Employment data for 88% of the 21,060 operating businesses were obtained. When the employment figure of 396,000 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 422,590².



Sources: Census of Canada, City of Mississauga Employment Survey, 2008 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 2009 which is the 2009 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 2008 and 2009 which is the City of Mississauga 2008 Growth Forecast projection of population for June 2009.

¹ Employment was estimated based on data contained in the Mississauga Employment Database, data from the 2009 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.

² The following modifications were made to the 2009 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 2009 (based on the 2006 Census) was added. Home-based businesses are assumed to be 4% of the resident labour force.

2009 Employment Profile

The City of Mississauga has had steady growth in employment over the last thirty-one years. In 2009 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 422,590 in 2009 (220%). Population has kept pace increasing from approximately 250,000 in 1976 to 730,000 in 2009 (191%). In comparing Employment Survey results (with no adjustment for census definition of employment) from 2008 and 2009, the 2009 Employment Survey found 90 more business sites than in 2008. A decrease in employment of 1.3% was observed from 2008 to 2009.

Mississauga has an employment ratio of .58. That is, for every 100 residents of the City, there were 58 local jobs. With a participating labour force of 405,255 and employment of 422,590, Mississauga must import a net labour force of approximately 17,335 persons. When consideration is made for a portion of the participating labour force that is unemployed, about 9.6%, the imported labour force increases to approximately 56,240 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 2009.

Population, Total Employment and Resident Labour Force, 2009*	
Employment from the 2009 Employment Survey	396,000
Census Adjustment ^a	26,590
Total Employment ^b	422,590
Total Population ^c	730,000
Resident Labour Force ^d	590,750
Participating Labour Force ^e	405,255
Employed Labour Force	366,350
Unemployed Labour Force ^f	38,905
Employment Ratio ^g	.58
Difference Between Total Employment and Participating Labour Force	17,335
Labour Import ^h	56,240

*Numbers have been rounded

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

^b This figure represents the 2009 Employment Survey total plus the Census adjustment.

^c Population figure is the 2008 Growth Forecast projection for June 2009 including the census undercount.

^d The Resident Labour Force is the population 15 years+ calculated from the 2008 Growth forecast projection for June 2009.

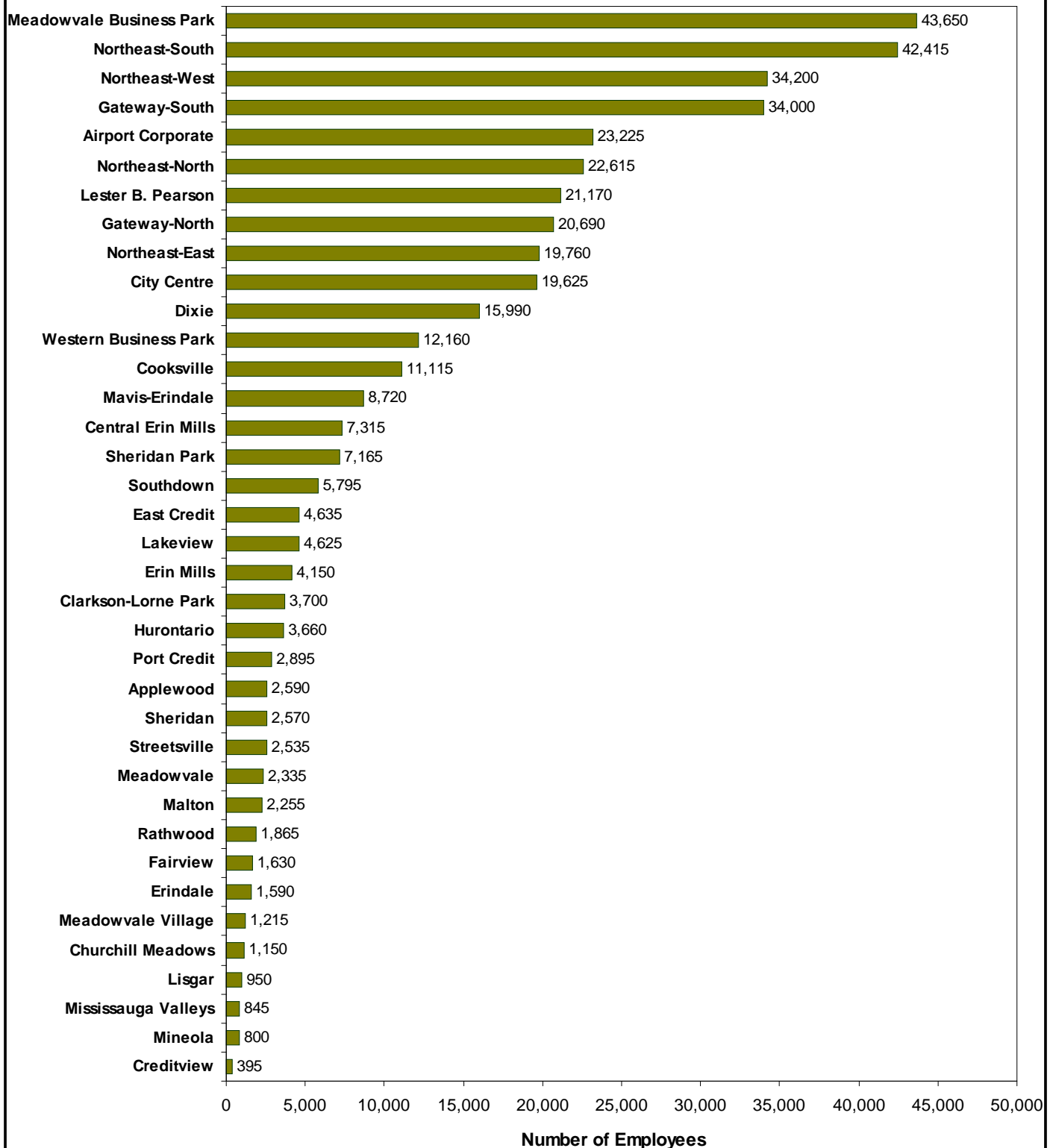
^e Participating Labour Force is the Resident Labour Force multiplied by the participation rate of 68.6% from the Labour Force Survey by Statistics Canada for June 2009.

^f Unemployed Labour Force is the Participating Labour Force multiplied by the unemployment rate 9.6% from the Labour Force Survey by Statistics Canada for June 2009.

^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.

Employment by Planning District, 2009



2009 Employment Profile

Businesses and Vacancies

There were 21,060³ businesses operating in Mississauga in 2009. In addition, the 2009 Employment Survey recorded a total of 2,740 vacancies⁴. Twelve 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, Northeast-North, Lakeview and Mineola, 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 2009						
Planning District	Total Business Sites	Businesses		Vacancies		
		# of Businesses	% of Businesses	# of Vacancies	% of City Vacancies	% of Vacancies in each Planning District
Northeast-West	2,600	2,240	11%	360	13%	14%
Northeast-South	2,310	1,990	9%	315	12%	14%
Northeast-North	1,910	1,585	8%	325	12%	17%
Dixie	1,655	1,460	7%	190	7%	12%
Meadowvale Business Park	1,390	1,250	6%	140	5%	10%
Gateway-South	1,240	1,100	5%	140	5%	11%
Cooksville	1,175	1,070	5%	105	4%	9%
City Centre	1,100	1,005	5%	100	4%	9%
Western Business Park	1,145	990	5%	150	6%	13%
Northeast-East	770	620	3%	150	5%	19%
Gateway-North	680	605	3%	75	3%	11%
Airport Corporate	675	600	3%	75	3%	11%
Port Credit	555	500	2%	50	2%	9%
Lakeview	570	490	2%	80	3%	14%
Central Erin Mills	490	475	2%	15	0.5%	3%
Mavis-Erindale	540	470	2%	70	3%	13%
Streetsville	460	425	2%	35	1%	8%
Applewood	430	395	2%	35	1%	8%
Hurontario	405	390	2%	15	1%	4%
Clarkson-Lorne Park	440	385	2%	55	2%	12%
Malton	375	340	2%	35	1%	9%
Lester B. Pearson	340	330	2%	15	0.5%	4%
East Credit	330	310	1%	25	1%	7%
Southdown	295	265	1%	30	1%	10%
Sheridan	290	260	1%	30	1%	10%
Rathwood	260	240	1%	20	1%	8%
Meadowvale	235	220	1%	15	0.6%	7%
Erin Mills	230	220	1%	10	0.4%	5%
Erindale	175	155	1%	20	0.7%	10%
Fairview	140	130	1%	5	0.3%	5%
Mineola	120	105	0.5%	15	0.6%	14%
Churchill Meadows	95	95	0.4%	0	0%	0%
Lisgar	90	85	0.4%	5	0.2%	6%
Mississauga Valleys	85	75	0.4%	10	0.4%	13%
Creditview	75	70	0.3%	5	0.2%	7%
Meadowvale Village	65	65	0.3%	0	0%	0%
Sheridan Park	60	55	0.3%	5	0.3%	12%
Total	23,800	21,060	100%	2,740	100%	12%

* Numbers may not add due to rounding.

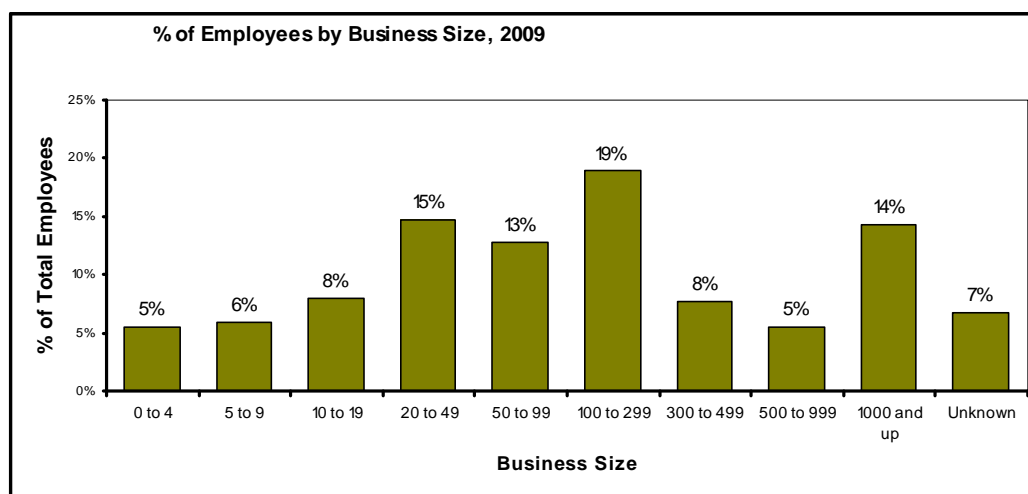
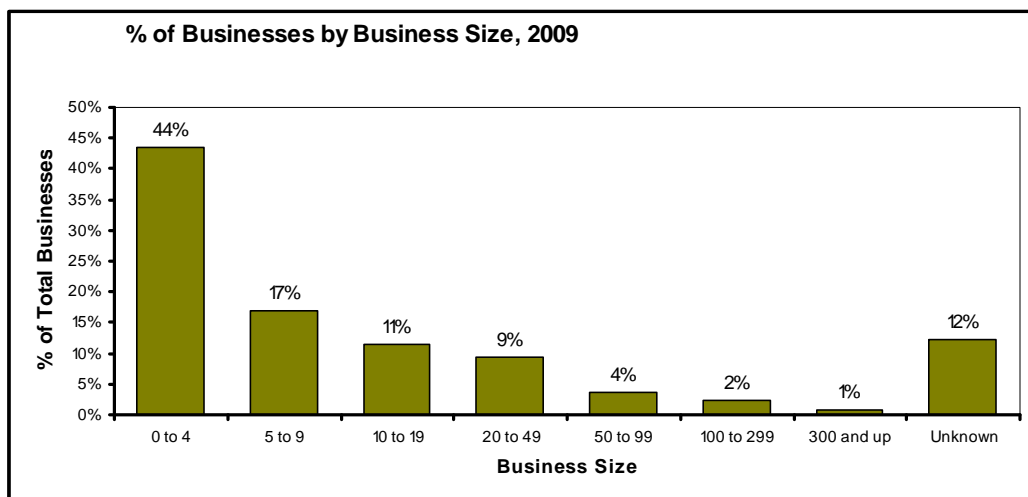
³ This figure does not include home-based businesses.

⁴ 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-four 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 5% of total employment positions. While 72% of the City's businesses are establishments of less than 20 employees, these businesses only represent 19% 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)⁵. The largest concentration of businesses in Mississauga is in the retail trade sector. A total of 13% of businesses with 6% of employment positions are in retail establishments. Wholesale trade is the second largest sector. Thirteen percent of businesses in the City are wholesale, accounting for 14% of all employees. Manufacturing is the third largest sector, comprising 12% of total business activities and 18% of total employment. The transportation and warehousing sector accounts for 5% of total businesses and represents 12% of total employment. The professional, scientific and technical services sector comprises 7% of total business activities, as well as 7% of employment positions.

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.

⁵NAICS is a classification system used to describe businesses' economic activities. This system has been designed by Statistics Canada to compile statistics.

2009 Employment Profile

Businesses and Employment by Business Classification, 2009*

Business Classification	# of Businesses	% of Businesses	# of Employees	% of Employees
Retail Trade	2,750	13%	25,040	6%
Wholesale Trade	2,680	13%	55,405	14%
Manufacturing	2,605	12%	69,430	18%
Other Services	2,070	10%	11,320	3%
Professional, Scientific and Technical Services	1,490	7%	29,370	7%
Accommodation and Food Services	1,435	7%	16,430	4%
Health Care and Social Assistance	1,395	7%	17,545	4%
Transportation and Warehousing	970	5%	45,790	12%
Finance and Insurance	770	4%	24,250	6%
Administrative, Support and Waste Management	680	3%	13,460	3%
Educational Services	665	3%	16,430	4%
Construction	545	3%	7,880	2%
Real Estate and Rental and Leasing	443	2%	7,625	2%
Arts, Entertainment and Recreation	215	1%	3,170	1%
Information and Cultural Industries	170	0.8%	14,450	4%
Public Administration	111	0.5%	7,430	2%
Management of Companies and Enterprises	75	0.3%	7,625	2%
Utilities	11	0.05%	495	0.1%
Primary Industry	5	0.02%	15	0.004%
Unknown	1,975	9%	22,840	6%
Total	21,060	100%	396,000	100%

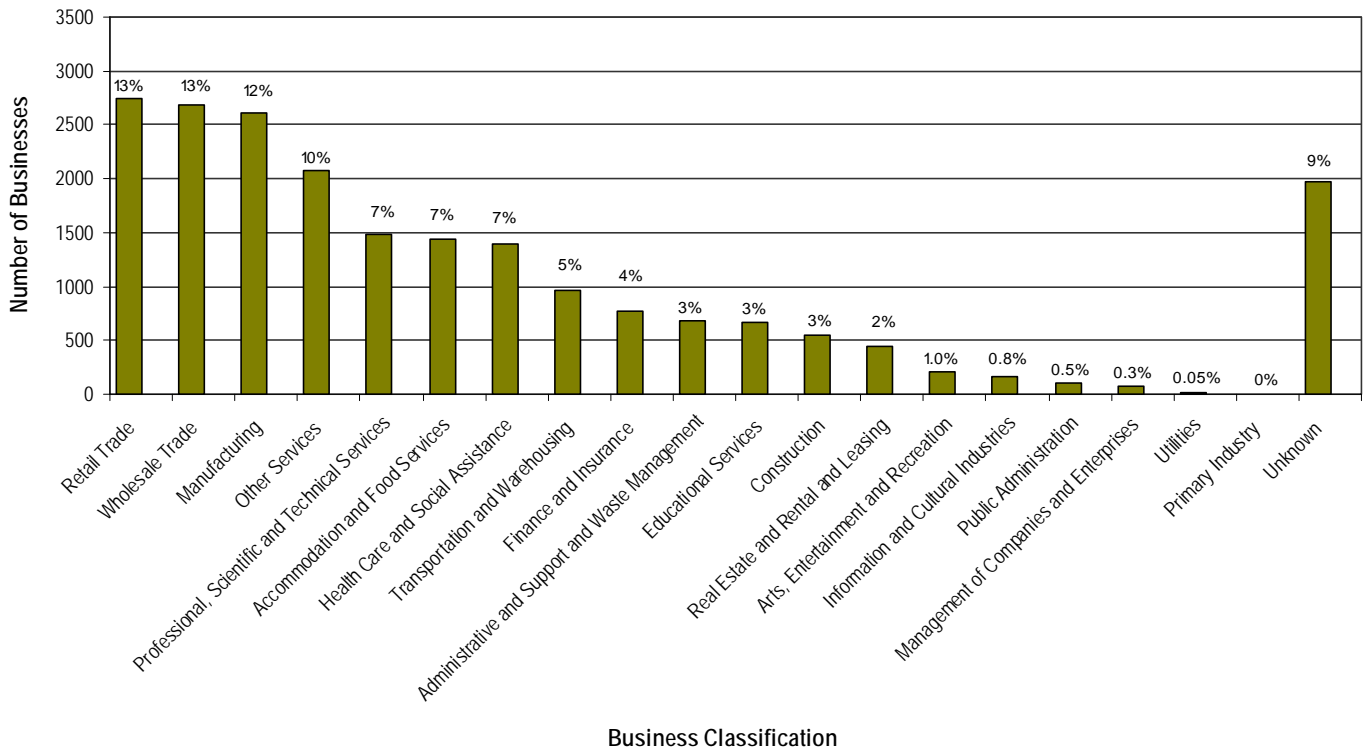
* Numbers may not add due to rounding. The unknown classification are businesses where a NAICS code is not assigned. Does not include home-based busi-

Employment Density

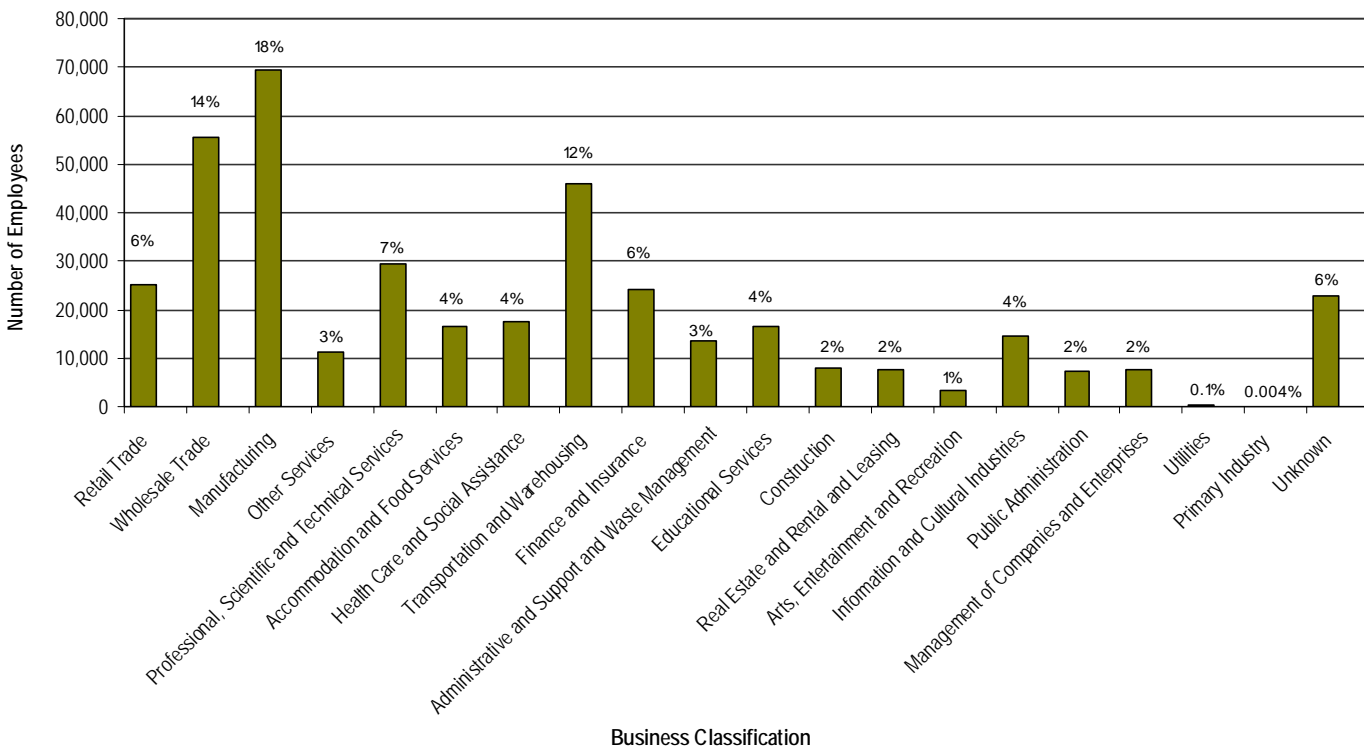
Employment density refers to the number of employees in a geographic area, using the employment information of each traffic zone and the area of that traffic zone. The City's average gross employment density is 13.5 employees per hectare (5.5 employees per acre). Gross area includes all land uses, whether 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 44.5 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, Telus and Federal Express Canada in Airport Corporate as well as RBC Financial Group, GlaxoSmithKline, Wal-Mart, Maple Leaf Consumer Foods, Maxxam Analytics, Microsoft Canada and Tech Data Canada in Meadowvale Business Park.

Businesses by Business Classification, 2009

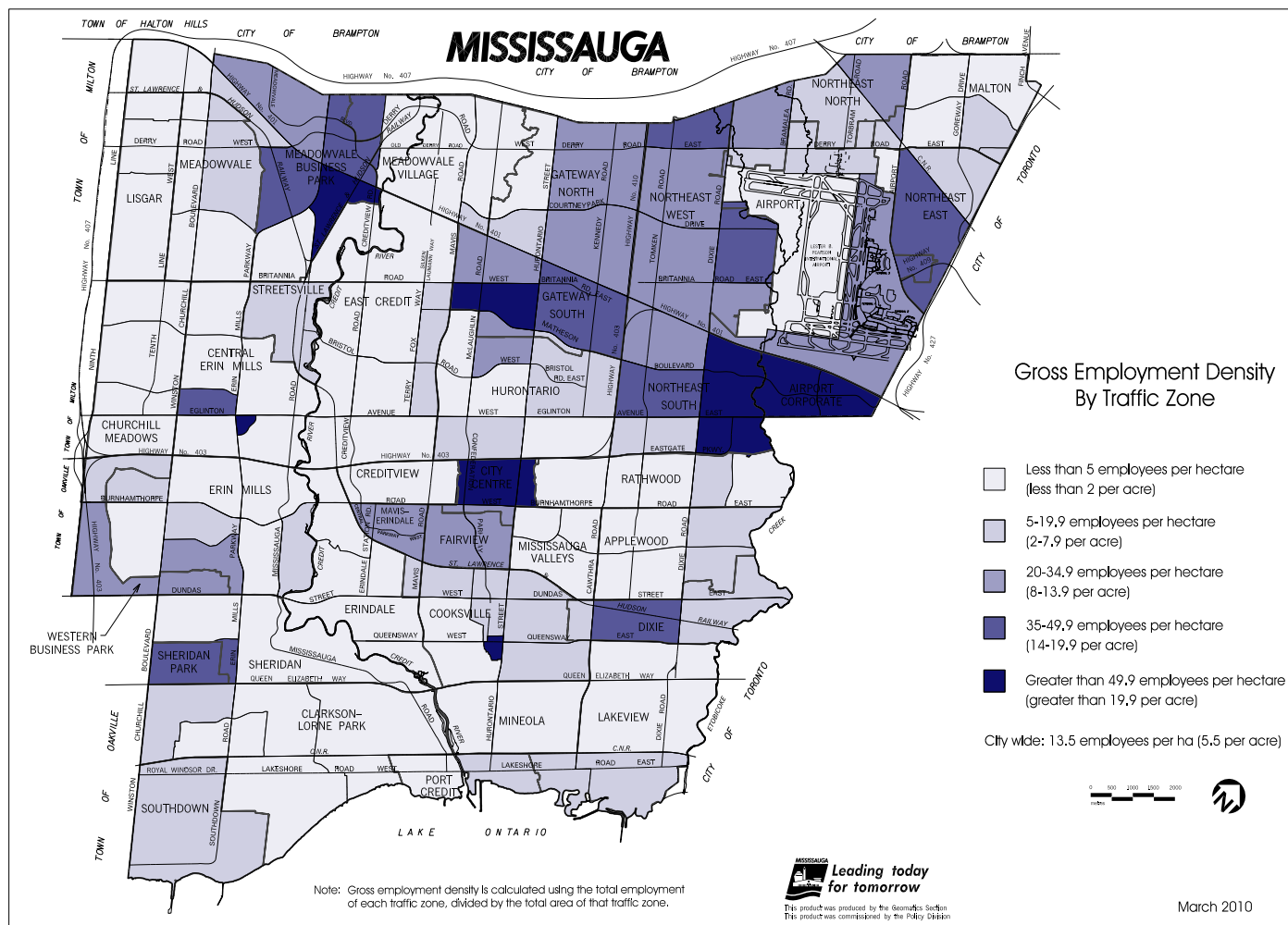


Employment by Business Classification, 2009



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

2009 Employment Profile



BMO Financial Group Centre,
Gateway , 6605 Hurontario St



CITI Canada, Gateway 5900 Hurontario St;



Research In Motion (RIM),
Northeast, 4701 Tahoe Blvd.

The full 2009 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
300 City Centre Drive
Mississauga, Ontario, L5B 3C1

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City of Mississauga, Planning and Building Department 2009 Employment Profile

Quick Facts *	2008	2009	% Change 2008-2009
General employment			
Employment from the Mississauga Employment Survey	401,285	396,000	-1.3%
Total Employment includes the Census adjustment	427,165	422,590	-1.1%
Employment based on 2008 Growth Forecast	450,100	452,710	0.6%
Full Time Employment	341,460	334,375	-2.1%
Part Time Employment	72,835	71,100	-2.4%
Adjusted Employment	23,410	26,650	13%
Employment Ratio	0.59	0.58	
Import net Labour Force	26,115	17,335	-33.6%
Labour import	55,000	56,240	2.3%
Unemployment rate	7.20%	9.60%	2.4%
Unemployment Labour Force	28,875	38,905	34.7%
Population			
Population based on 2008 Growth Forecast	728,000	730,000	0.3%
Employment by business size			
% of Total Employees for businesses with greater than 20 and less than 299 employees	47%	47%	0%
% of Total Employees for businesses with greater than 1000 employees	13%	14%	1%
Employment by Business Classification			
Number of Employees working in the Manufacturing Sector	78,410	69,430	-11.5%
Number of Employees working in the Wholesale Trade Sector	56,785	55,405	-2.4%
Number of Employees working in the Transportation and Warehousing Sector	46,580	45,790	-1.7%
Number of Employees working in the Finance and Insurance Sector	23,650	24,250	2.5%
Number of Employees working in the Information and Cultural Industries Sector	11,470	14,450	26.0%
Number of Employees working in the Professional, Scientific and Technical Services Sector	27,255	29,370	7.8%
Businesses			
Business Sites	23,710	23,800	0.4%
Operating Businesses	21,380	21,060	-1.5%
% of Total Businesses with greater than 5 employees	43%	44%	1%
% of Total Businesses with greater than 20 employees	72%	72%	0%
Vacancies			
Total Vacancies	2,330	2,740	18%
% of Vacancies	10%	12%	2.0%
Employment Density			
Gross Density (Employee per Hectare)	14	13.5	-3.6%
Net Density (Employee per Hectare)	45	44.5	-1.1%

* Details for all facts provided in the main report titled "2009 Employment Profile"