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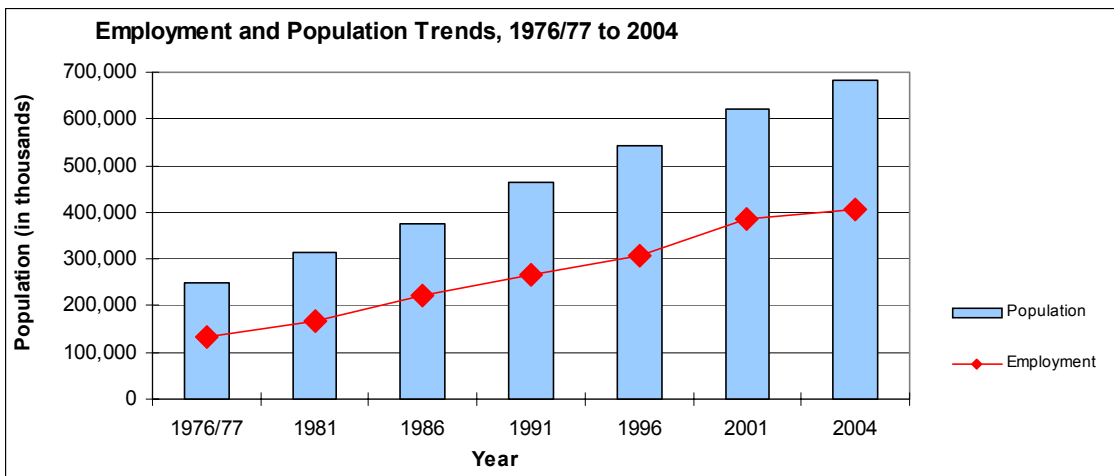


City of Mississauga, Planning and Building Department 2004 Employment Profile

This newsletter presents a profile of employment and business activities in the City of Mississauga in 2004. It discusses employment levels, existing businesses and vacancies.

The data in this report are based on information from the Mississauga Employment Database and the 2004 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 Official Plans, 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 2004 Employment Survey counted 383,160¹ employment positions in 2004. Employment data for 89% of the 20,620² operating businesses were obtained. When the employment figure of 383,160 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 407,425³. This is a difference of less than 1% from the 2003 Growth Forecast projection of employment in the City of Mississauga for June 2004.



Sources: Census of Canada, City of Mississauga Employment Survey, 2003 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 2004 which is the 2004 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 2004 which is the City of Mississauga 2003 Growth Forecast projection of population for June 2004.

¹Employment was estimated based on data contained in the Mississauga Employment Database, data from the 2004 Employment Survey, and estimates made for businesses for which employment data were not available. Part-time positions have been converted to full-time equivalents, based on the assumption that two part-time positions are equivalent to one full-time position. This does not include home-based businesses.

²The Canadian Business Patterns, Statistics Canada reports approximately 49,350 businesses in the City of Mississauga, with 29,340 of these businesses reporting no employment. When the number of businesses with no employment is subtracted from the total, the figure derived is approximately the number of operating businesses noted in this newsletter.

³The following modifications were made to the 2004 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 2004 (based on the 2001 Census) was added. Home-based businesses are assumed to be 4% of the resident labour force.

2004 Employment Profile

The City of Mississauga has had steady growth in employment over the last twenty-six years. In 2004, Mississauga remained a net importer of labour and continued to experience increases in the number of established businesses. Historically, employment increased from 132,000 in 1977 to 407,425 in 2004 (209%). Population has kept pace increasing from approximately 250,000 in 1976 to 683,500 in 2004 (173%). In comparing Employment Survey results (with no adjustment for the census definition of employment) from 2003 and 2004, the 2004 Employment Survey found a total of 20,620 operating businesses in the City compared with 20,450 in 2003. In terms of employment, there is a 2% increase from 2003 to 2004 or approximately 7,540 employees.

Mississauga has an employment ratio of .60. That is for every 100 residents of the City, there were 60 local jobs. With a participating labour force of 385,580 and employment of 407,425, Mississauga must import a net labour force of approximately 21,845 persons. When consideration is made for a portion of the participating labour force that is unemployed, about 7.2%, the imported labour force increases to approximately 49,645 persons.

The Northeast Planning District has the largest employment population with 124,355 or 32% of the total employment. Gateway has the second largest concentration with 50,500 or 13% of employment. This is followed by Meadowvale Business Park with 36,500 employment positions representing 10% of the employment. These three districts combined have over half of the City's employment opportunities.

| Population, Total Employment and Resident Labour Force, 2004* | |
|--|---------|
| Employment from the 2003 Employment Survey | 383,160 |
| Census Adjustment ^a | 24,265 |
| Total Employment ^b | 407,425 |
| Total Population ^c | 683,500 |
| Resident Labour Force ^d | 547,700 |
| Participating Labour Force ^e | 385,580 |
| Employed Labour Force | 357,780 |
| Unemployed Labour Force ^f | 27,800 |
| Employment Ratio ^g | .60 |
| Difference Between Total Employment and Participating Labour Force | 21,845 |
| Labour Import ^h | 49,645 |

*Numbers have been rounded

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

^b This figure represents the 2004 Employment Survey total plus the Census adjustment.

^c Population figure is the 2003 Growth Forecast projection for June 2004 including the census undercount.

^d The Resident Labour Force represents the population 15 years+ calculated from the 2003 Growth Forecast projection for June 2004.

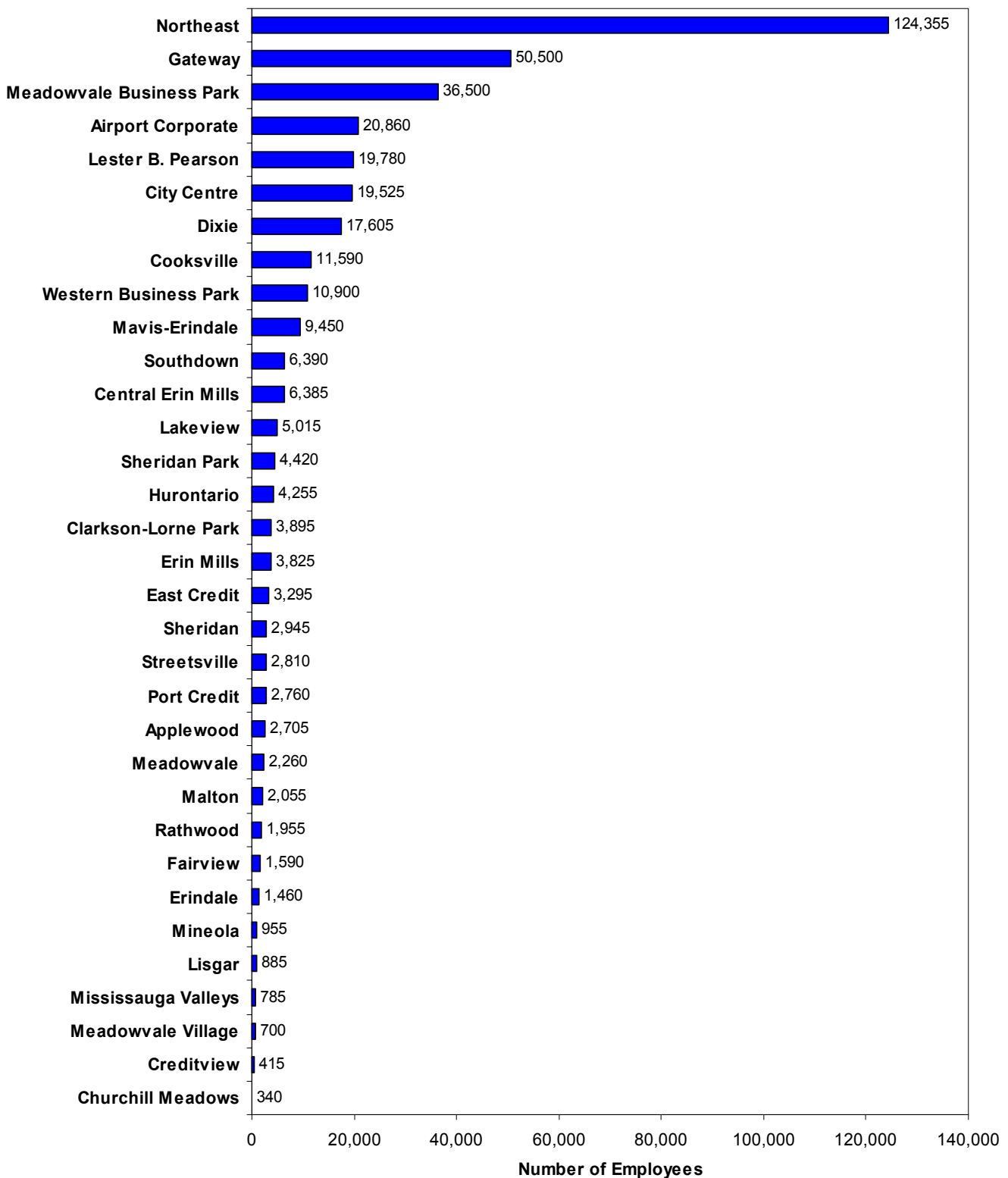
^e Participating Labour Force is the resident labour force multiplied by the participation rate of 70.4% from the Labour Force Survey by Statistics Canada for the second quarter of 2004.

^f Unemployed Labour Force is the Participating Labour Force multiplied by the unemployment rate of 7.2% from the Labour Force Survey by Statistics Canada for the second quarter of 2004.

^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, 2004



2004 Employment Profile

Businesses and Vacancies

There were 20,620⁴ businesses operating in Mississauga in 2004. In addition, the 2004 Employment Survey recorded a total of 2,235 vacancies⁵. Ten percent of total business sites were vacant. Northeast has the largest concentration of businesses followed by Gateway and Dixie. The largest proportion of total City vacancies were found in these three districts, however, when considering vacancies as a percent of total business sites within a planning district, Airport Corporate, Dixie, Southdown and Western Business Park 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, 2004 | | | | | | |
|--|----------------------|-----------------|----------------------|----------------|---------------------|--|
| Planning District | Total Business Sites | Businesses | | Vacancies | | |
| | | # of Businesses | % of City Businesses | # of Vacancies | % of City Vacancies | % of Vacancies in each Planning District |
| Northeast | 7,315 | 6,515 | 32% | 800 | 36% | 11% |
| Gateway | 1,760 | 1,610 | 8% | 150 | 7% | 8% |
| Dixie | 1,670 | 1,430 | 7% | 240 | 11% | 14% |
| Meadowvale Business Park | 1,240 | 1,145 | 6% | 95 | 4% | 8% |
| Cooksville | 1,210 | 1,100 | 5% | 110 | 5% | 9% |
| City Centre | 1,155 | 1,025 | 5% | 130 | 6% | 11% |
| Western Business Park | 1,050 | 915 | 4% | 135 | 6% | 13% |
| Airport Corporate | 620 | 525 | 3% | 95 | 4% | 15% |
| Lakeview | 575 | 525 | 3% | 50 | 2% | 9% |
| Mavis-Erindale | 530 | 470 | 2% | 60 | 3% | 11% |
| Port Credit | 520 | 465 | 2% | 55 | 2% | 11% |
| Central Erin Mills | 485 | 455 | 2% | 30 | 1% | 6% |
| Streetsville | 470 | 445 | 2% | 25 | 1% | 5% |
| Clarkson-Lorne Park | 440 | 410 | 2% | 30 | 1% | 7% |
| Applewood | 420 | 400 | 2% | 25 | 1% | 5% |
| Hurontario | 380 | 360 | 2% | 20 | 1% | 5% |
| Malton | 370 | 340 | 2% | 25 | 1% | 7% |
| Lester B. Pearson | 360 | 360 | 2% | 5 | 0% | 1% |
| Sheridan | 295 | 255 | 1% | 40 | 2% | 13% |
| Rathwood | 290 | 265 | 1% | 30 | 1% | 10% |
| Southdown | 265 | 245 | 1% | 20 | 1% | 7% |
| East Credit | 235 | 210 | 1% | 25 | 1% | 10% |
| Meadowvale | 230 | 220 | 1% | 15 | 1% | 6% |
| Erin Mills | 210 | 205 | 1% | 10 | 0.4% | 4% |
| Erindale | 165 | 160 | 1% | 5 | 0.3% | 4% |
| Fairview | 135 | 125 | 1% | 10 | 0.5% | 8% |
| Mineola | 115 | 110 | 1% | 5 | 0.3% | 5% |
| Creditview | 75 | 70 | 0.3% | 5 | 0.2% | 5% |
| Mississauga Valleys | 75 | 70 | 0.3% | 2 | 0.1% | 3% |
| Sheridan Park | 60 | 55 | 0.3% | 5 | 0.2% | 8% |
| Lisgar | 50 | 50 | 0.2% | 0 | 0% | 0% |
| Meadowvale Village | 50 | 50 | 0.2% | 1 | 0% | 2% |
| Churchill Meadows | 35 | 35 | 0.2% | 0 | 0% | 0% |
| Total | 22,850 | 20,620 | 100% | 2,235 | 100% | 10% |

Numbers may not add due to rounding.

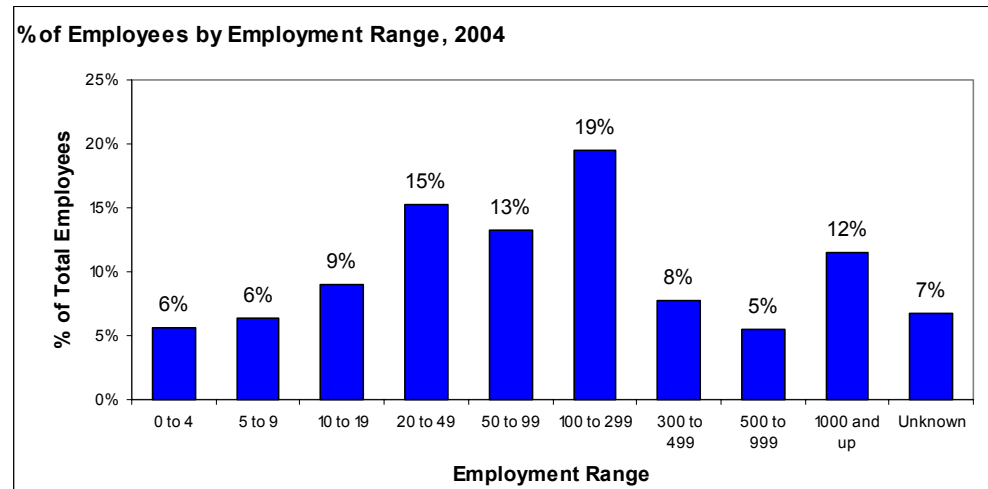
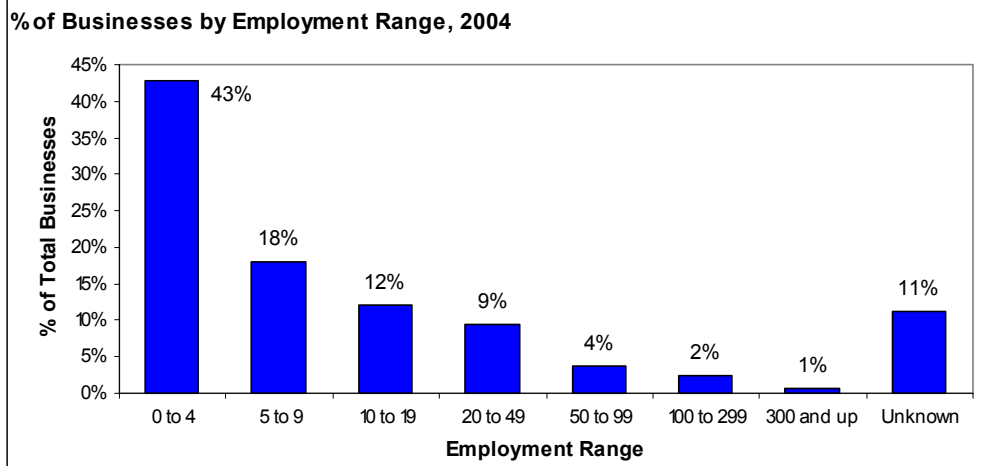
⁴ This figure does not include home-based businesses.

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

Businesses by Employment Range

The City's business profile is dominated by small businesses. Forty-three percent of all businesses have fewer than five employees. However, smaller firms do not constitute a large portion of total employment. Firms with fewer than five employees represent only 6% of total employment positions. While 73% of the City's businesses are establishments of less than 20 employees, these businesses only represent 21% of total employment positions.

The largest portion of the employment base is currently found in mid-sized firms employing between 20 to 300 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 wholesale trade sector. A total of 14% of businesses with 15% of employment positions are in wholesaling establishments. Manufacturing is the second largest sector. Fourteen percent of businesses in the City manufacture, accounting for 22% of all employees. Retail trade is the third largest sector, comprising 13% of total business activities and 7% of total employment. The transportation and warehousing sector accounts for 5% of total businesses and represents 11% of total employment.

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

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

2004 Employment Profile

| Businesses and Employment by Business Classification, 2004 | | | | |
|---|------------------------|------------------------|-----------------------|-----------------------|
| Business Classification | # of Businesses | % of Businesses | # of Employees | % of Employees |
| Wholesale Trade | 2,935 | 14% | 57,685 | 15% |
| Manufacturing | 2,790 | 14% | 82,585 | 22% |
| Retail Trade | 2,745 | 13% | 25,285 | 7% |
| Other Services | 1,975 | 10% | 10,400 | 3% |
| Professional, Scientific and Technical Services | 1,425 | 7% | 22,175 | 6% |
| Accommodation and Food Services | 1,305 | 6% | 16,415 | 4% |
| Health Care and Social Assistance | 1,275 | 6% | 15,290 | 4% |
| Transportation and Warehousing | 945 | 5% | 40,670 | 11% |
| Administrative and Support and Waste Management | 675 | 3% | 14,205 | 4% |
| Finance and Insurance | 665 | 3% | 20,895 | 5% |
| Educational Services | 545 | 3% | 14,580 | 4% |
| Construction | 475 | 2% | 7,805 | 2% |
| Real Estate and Rental and Leasing | 455 | 2% | 6,360 | 2% |
| Information and Cultural Industries | 195 | 1% | 9,730 | 3% |
| Arts, Entertainment and Recreation | 185 | 1% | 2,535 | 1% |
| Public Administration | 100 | 0.5% | 8,670 | 2% |
| Management of Companies and Enterprises | 45 | 0.2% | 3,820 | 1.0% |
| Utilities | 15 | 0.07% | 585 | 0.2% |
| Primary Industry | 5 | 0.02% | 10 | 0.003% |
| Unknown | 1,860 | 9% | 23,445 | 6% |
| Total | 20,620 | 100% | 383,160 | 100% |

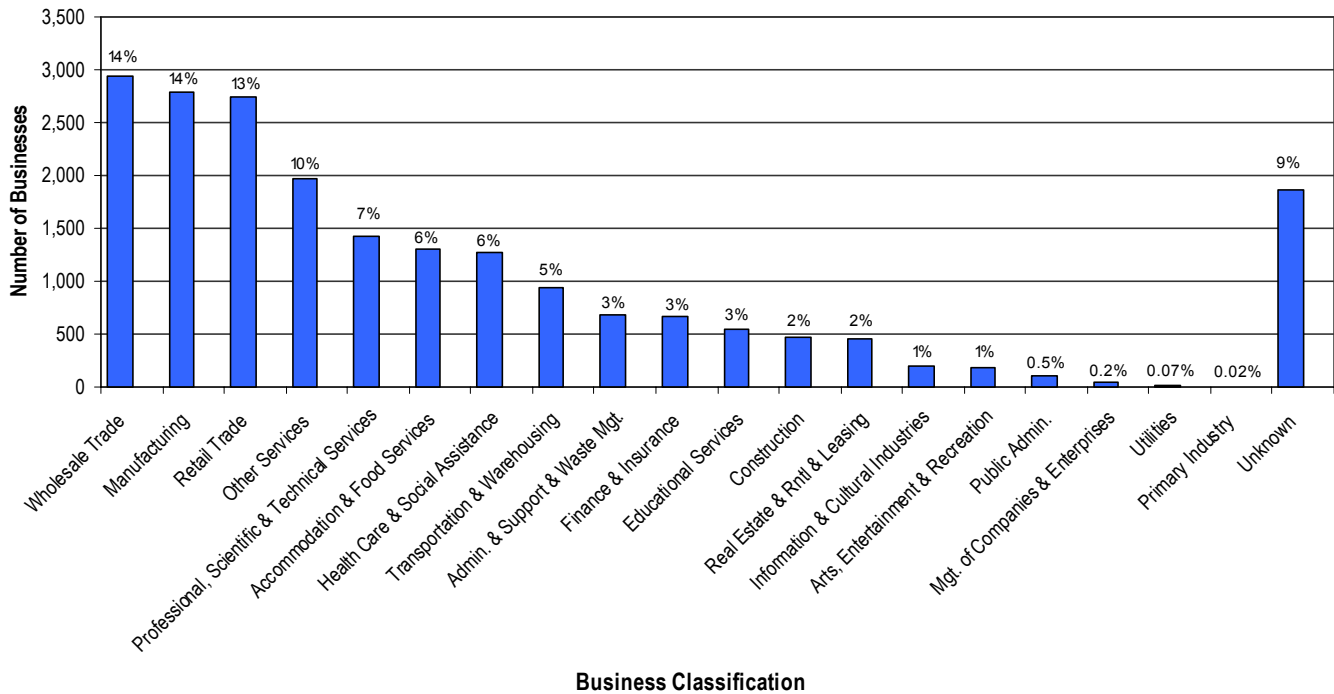
Numbers may not add due to rounding. The unknown classification are businesses where a NAICS is not assigned. Does not include home-based businesses

Employment Density

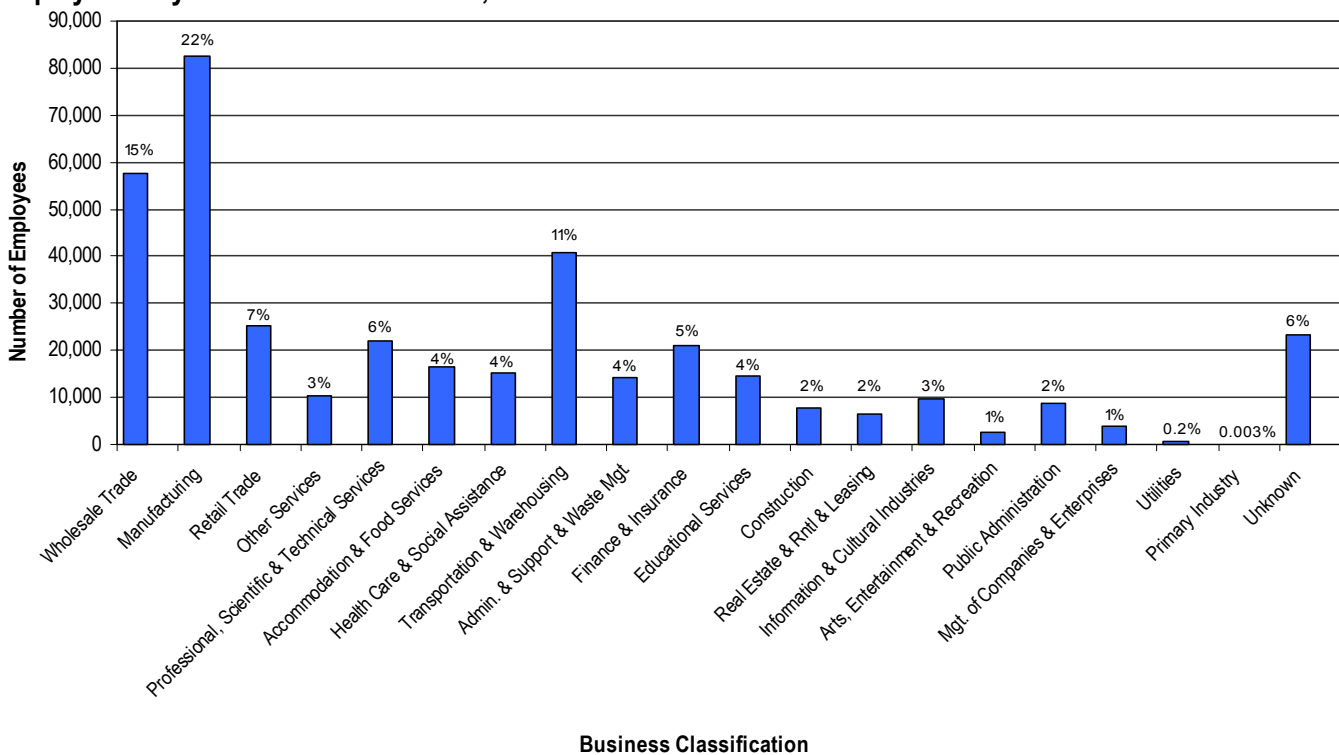
Employment density refers to the number of employees in a geographic area, using the employment information of each traffic zone and the area of that traffic zone. The City's average gross employment density is 13 employees per hectare (5 employees per acre). Gross area includes all land uses, whether they are developed or undeveloped (such as natural areas). Higher gross employment densities are noticeable in the employment districts and along highways and major roads (see map on page 8). The City's average net density is 45 employees per hectare (18 per acre). Net area includes 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 Nex Innovations, Hewlett-Packard, Accenture and Unisen in Airport Corporate as well as Royal Bank of Canada, GlaxoSmithKline and Wal-Mart in Meadowvale Business Park.

Businesses by Business Classification, 2004



Employment by Business Classification, 2004



The Unknown classification is businesses where a NAICS code is not assigned.

2004 Employment Profile

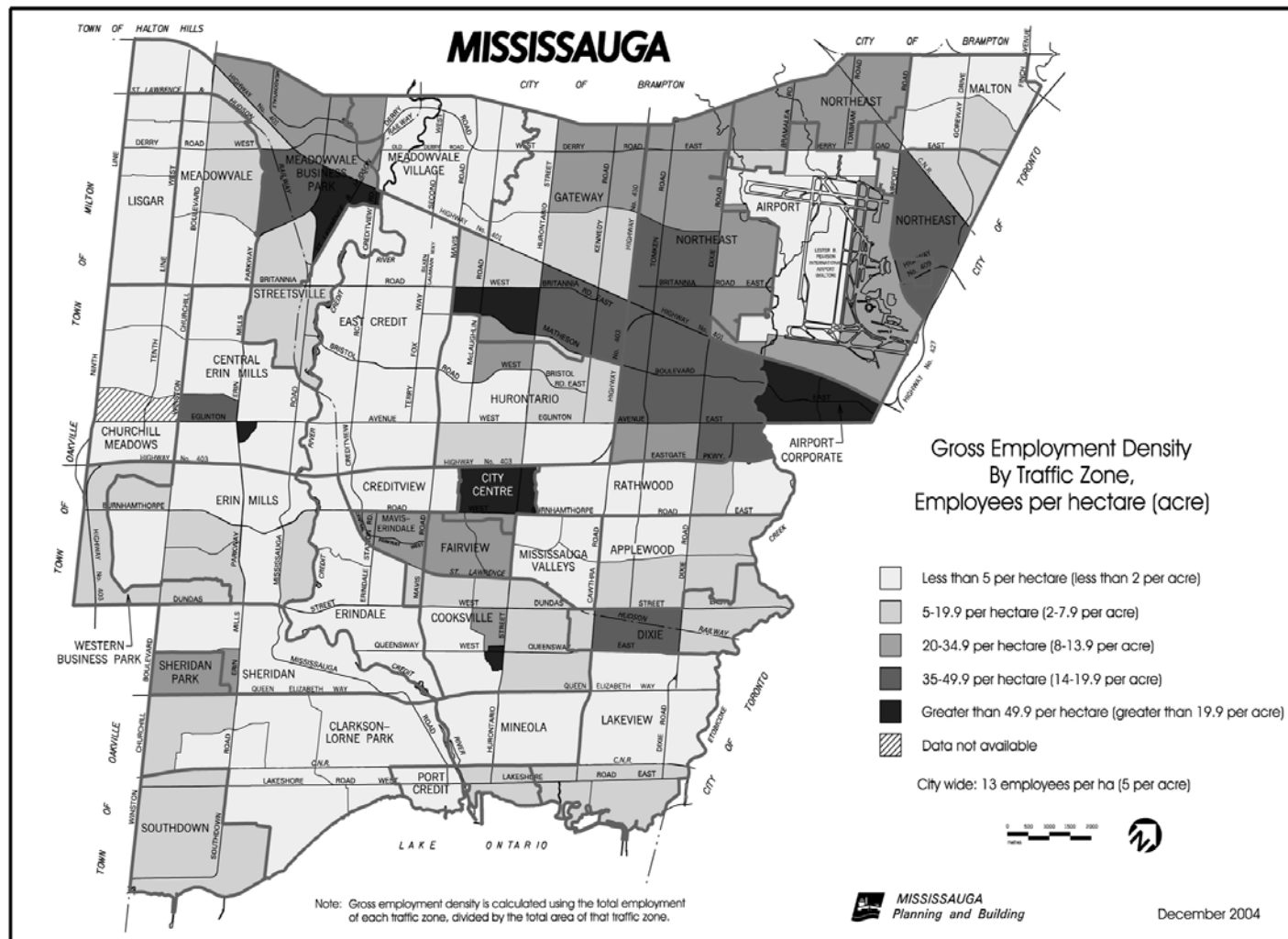


Photo: Bell Mobility, 5099 Creekbank Road

The full 2004 Employment Profile report and this newsletter can be viewed on the internet at: www.mississauga.ca

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