

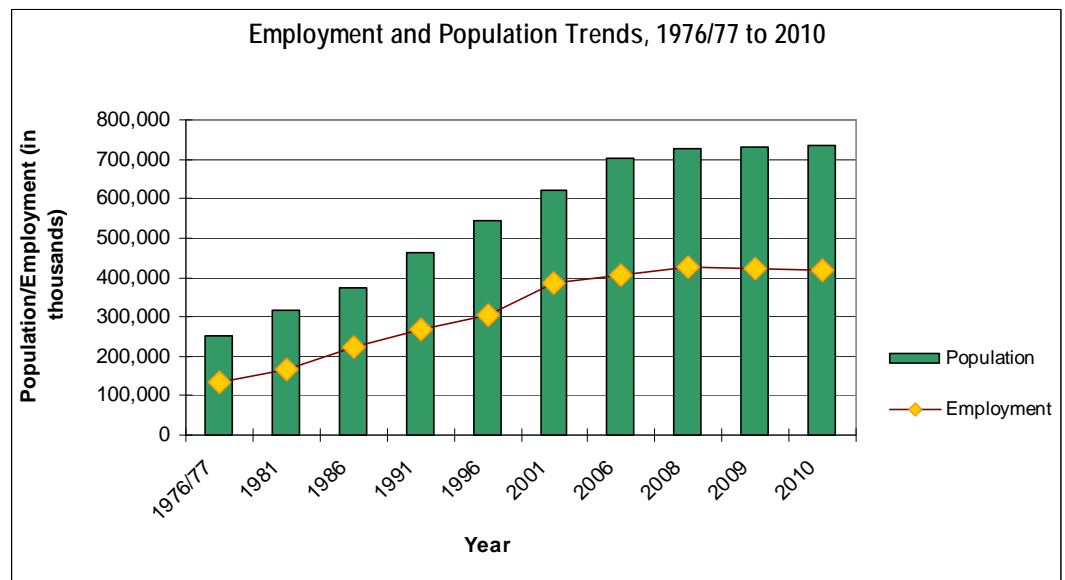


2010 Employment Profile Newsletter

This newsletter presents a profile of employment and business activities in the City of Mississauga in 2010. It discusses employment levels, existing businesses and vacancies.

The data in this report are based on information from the Mississauga Employment Database and the 2010 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 2010 Employment Survey counted 389,505¹ employment positions in 2010. Employment data for 87% of the 21,190 operating businesses were obtained. When the employment figure of 389,505 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 418,990².



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 2010 which is the 2010 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, 2009 and 2010 which is the City of Mississauga 2008 Growth Forecast projection of population for June 2010.

¹ Employment was estimated based on data contained in the Mississauga Employment Database, data from the 2010 Employment Survey, and estimates made for businesses for which employment data were not available (see Appendix B of the 2010 Employment Profile report 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 2010 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 home-based businesses are assumed to be a ratio 31 jobs per 1,000 of the population based on 2006 Census figures.

2010 Employment Profile

The City of Mississauga has had steady growth in employment over the last thirty-one years. In 2010 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 418,990 in 2010 (194%). Population has kept pace increasing from approximately 250,000 in 1976 to 734,000 in 2010 (194%). In comparing Employment Survey results (with no adjustment for census definition of employment) from 2009 and 2010, the 2010 Employment Survey found 130 more businesses than in 2009. A decrease in employment of 1.6% was observed from 2009 to 2010.

Mississauga has an employment ratio of .57. That is, for every 100 residents of the City, there were 57 local jobs. With a participating labour force of 411,590 and employment of 418,990, Mississauga must import a net labour force of approximately 7,400 persons. When consideration is made for a portion of the participating labour force that is unemployed, about 9.4%, the imported labour force increases to approximately 46,090 persons.

A review of the total employment by Character Area finds that the four main concentrations are Northeast-West Employment Area, Meadowvale Business Park Corporate Centre, Airport Corporate Centre, and Gateway-East Employment Area, which represents almost 50% of the total employment opportunities in the City in 2010 .

Character Areas as defined by our new Mississauga Official Plan replace Planning Districts from the Mississauga Plan. A map of Character Areas can be found in the 2010 Employment Profile report in Appendix A.

Population, Total Employment and Resident Labour Force, 2010*	
Employment from the 2010 Employment Survey	389,505
Census Adjustment ^a	29,485
Total Employment ^b	418,990
Total Population ^c	734,000
Resident Labour Force ^d	603,500
Participating Labour Force ^e	411,590
Employed Labour Force	372,900
Unemployed Labour Force ^f	38,690
Employment Ratio ^g	0.57
Labour Import ^h	46,090

*Numbers have been rounded

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

^b This figure represents the 2010 Employment Survey total plus the Census adjustment.

^c Population figure is the 2008 Growth Forecast projection for June 2010 including the census undercount.

^d The Resident Labour Force is the population 15 years+ calculated from the 2008 Growth forecast projection for June 2010.

^e Participating Labour Force is the Resident Labour Force multiplied by the participation rate of 68.2% from the Labour Force Survey by Statistics Canada for June 2010.

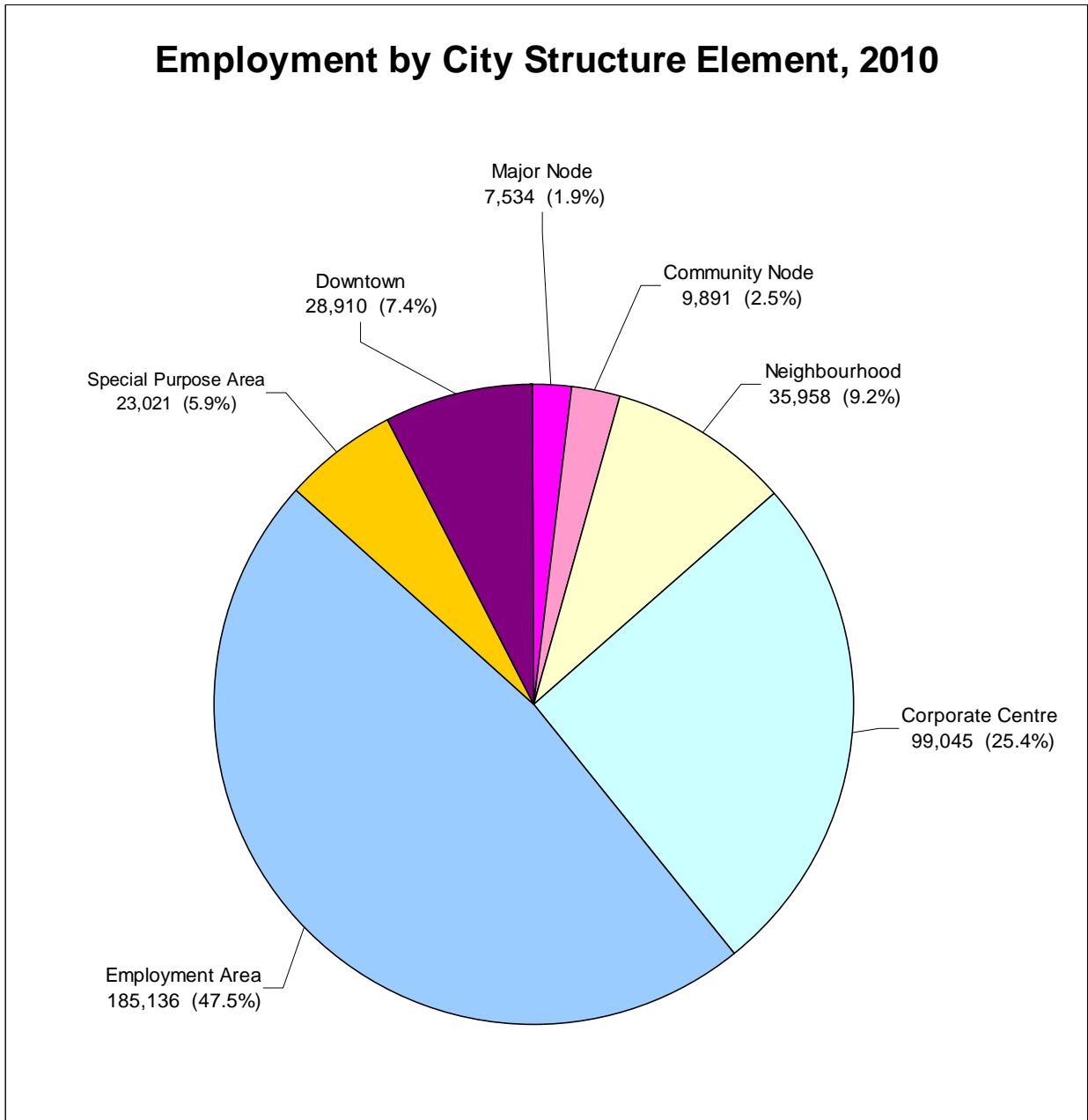
^f Unemployed Labour Force is the Participating Labour Force multiplied by the unemployment rate 9.4% from the Labour Force Survey by Statistics Canada for June 2010.

^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 City Structure Element, 2010

A summary of employment by City Structure Element is provided to gain a greater understanding of the businesses and employment characteristics within these areas.



2010 Employment Profile

Businesses and Vacancies

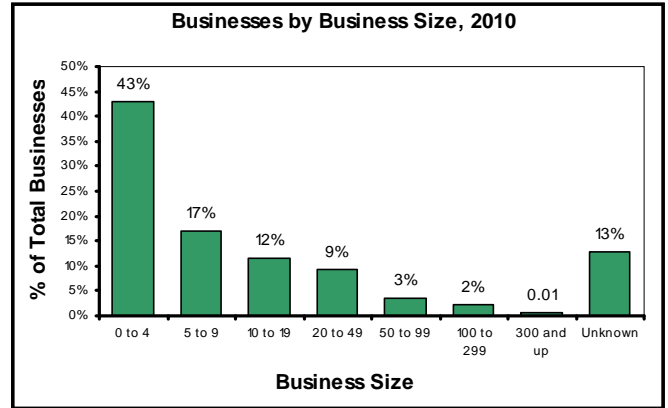
The 2010 survey recorded a total of 24,274 business sites in Mississauga. Of these sites, 21,190 were operating businesses and a total of 3,080 vacancies.

Character Area	Total Business Sites	Businesses		Vacancies		
		# of Businesses	% of Businesses	# of Vacancies	% of Vacancies	% of Vacancies in each Area
DT Fairview	40	40	0.2%	1	0.0%	0.5%
DT Hospital	225	200	1%	25	0.8%	12.5%
DT Cooksville	690	630	3%	60	1.9%	30.0%
DT Core	1,185	1,070	5%	115	3.7%	57.5%
Downtown Total:	2,140	1,940	9%	200	6.5%	100.0%
Uptown MN	210	200	0.9%	10	0.3%	100%
Central Erin Mills MN	315	305	1.4%	10	0.3%	100%
Major Node Total:	525	505	2.4%	10	0.3%	100%
South Common CN	80	70	0.3%	10	0.3%	7.4%
Meadowdale CN	125	120	0.6%	5	0.2%	3.7%
Malton CN	140	125	0.6%	15	0.5%	11.1%
Clarkson Village CN	155	145	0.7%	10	0.3%	7.4%
Sheridan CN	185	155	0.7%	30	1.0%	22.2%
Rathwood-Applewood CN	165	160	0.8%	5	0.2%	3.7%
Port Credit CN	340	310	1.5%	30	1.0%	22.2%
Streetsville CN	350	320	1.5%	30	1.0%	22.2%
Community Node Total:	1,540	1,405	6.6%	135	4.4%	100.0%
Mississauga Valleys NHD	55	50	0.2%	5	0.2%	1.4%
Port Credit NHD (West)	75	65	0.3%	10	0.3%	2.8%
Creditview NHD	75	70	0.3%	5	0.2%	1.4%
Meadowdale Village NHD	95	80	0.4%	15	0.5%	4.2%
Cooksville NHD (West)	95	90	0.4%	5	0.2%	1.4%
Lisgar NHD	95	90	0.4%	5	0.2%	1.4%
Churchill Meadows NHD	105	100	0.5%	5	0.2%	1.4%
Streetsville NHD	110	100	0.5%	10	0.3%	2.8%
Meadowdale NHD	115	110	0.5%	5	0.2%	1.4%
Mineola NHD	125	110	0.5%	15	0.5%	4.2%
Sheridan NHD	120	115	0.5%	5	0.2%	1.4%
Fairview NHD	130	115	0.5%	15	0.5%	4.2%
Port Credit NHD (East)	145	130	0.6%	15	0.5%	4.2%
Erin Mills NHD	145	140	0.7%	5	0.2%	1.4%
Rathwood NHD	160	145	0.7%	15	0.5%	4.2%
Cooksville NHD (East)	170	150	0.7%	20	0.6%	5.6%
Erindale NHD	170	155	0.7%	15	0.5%	4.2%
Central Erin Mills NHD	180	175	0.8%	5	0.2%	1.4%
Huronario NHD	210	195	0.9%	15	0.5%	4.2%
Clarkson - Lorne Park NHD	240	210	1.0%	30	1.0%	8.3%
Malton NHD	260	230	1.1%	30	1.0%	8.3%
East Credit NHD	350	325	1.5%	25	0.8%	6.9%
Applewood NHD	375	345	1.6%	30	1.0%	8.3%
Lakeview NHD	500	445	2.1%	55	1.8%	15.3%
Neighbourhood Total:	4,100	3,740	17.6%	360	11.7%	100.0%
Sheridan Park CC	60	50	0.2%	10	0.3%	2.9%
Gateway CC	290	260	1.2%	30	1.0%	8.8%
Airport CC	695	600	2.8%	95	3.1%	27.9%
Meadowdale Business Park CC	1,425	1,220	5.8%	205	6.7%	60.3%
Corporate Centre Total:	2,470	2,130	10.1%	340	11.0%	100.0%
Churchill Meadows EA	1	0	0.0%	1	0.03%	0.0%
Clarkson EA	55	50	0.2%	5	0.2%	0.2%
Lakeview EA	75	55	0.3%	20	0.6%	1.0%
Gateway EA (West)	260	245	1.2%	15	0.5%	0.7%
Southdown EA	305	280	1.3%	25	0.8%	1.2%
Mavis-Erindale EA	550	485	2.3%	65	2.1%	3.2%
Northeast EA (East)	765	595	2.8%	170	5.5%	8.5%
Western Business Park EA	1,165	1,025	4.8%	140	4.5%	7.0%
Gateway EA (East)	1,390	1,200	5.7%	190	6.2%	9.4%
Dixie EA	1,680	1,435	6.8%	245	8.0%	12.2%
Northeast EA (West)	6,895	5,760	27.2%	1,135	36.9%	56.4%
Employment Area Total:	13,140	11,130	52.5%	2,010	65.3%	100.0%
UTM SPA	5	5	0.0%	0	0.00%	0.0%
Airport SPA	350	330	1.6%	20	0.6%	0.99%
Special Purpose Area Total:	355	335	1.6%	20	0.6%	0.99%
NinthLine Special Study Area	5	5	0.0%	0	0.0%	0.0%
City Total	24,275	21,190	100.00%	3,080	100%	12.50%

Businesses by Business Size

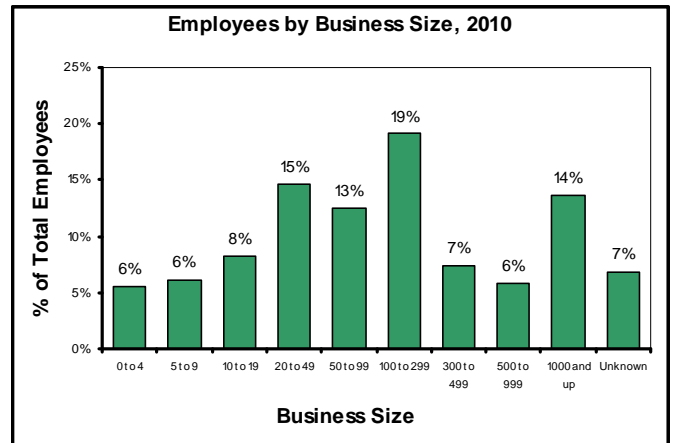
The City's business profile is dominated by small businesses. Forty-three percent of all businesses have fewer than five employees. However, smaller firms do not constitute a large portion of total employment. Firms with fewer than five employees represent only 5% of total employment positions. While 70% of the City's businesses are establishments of less than 20 employees, these businesses only represent 20% 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 50% of the work force.

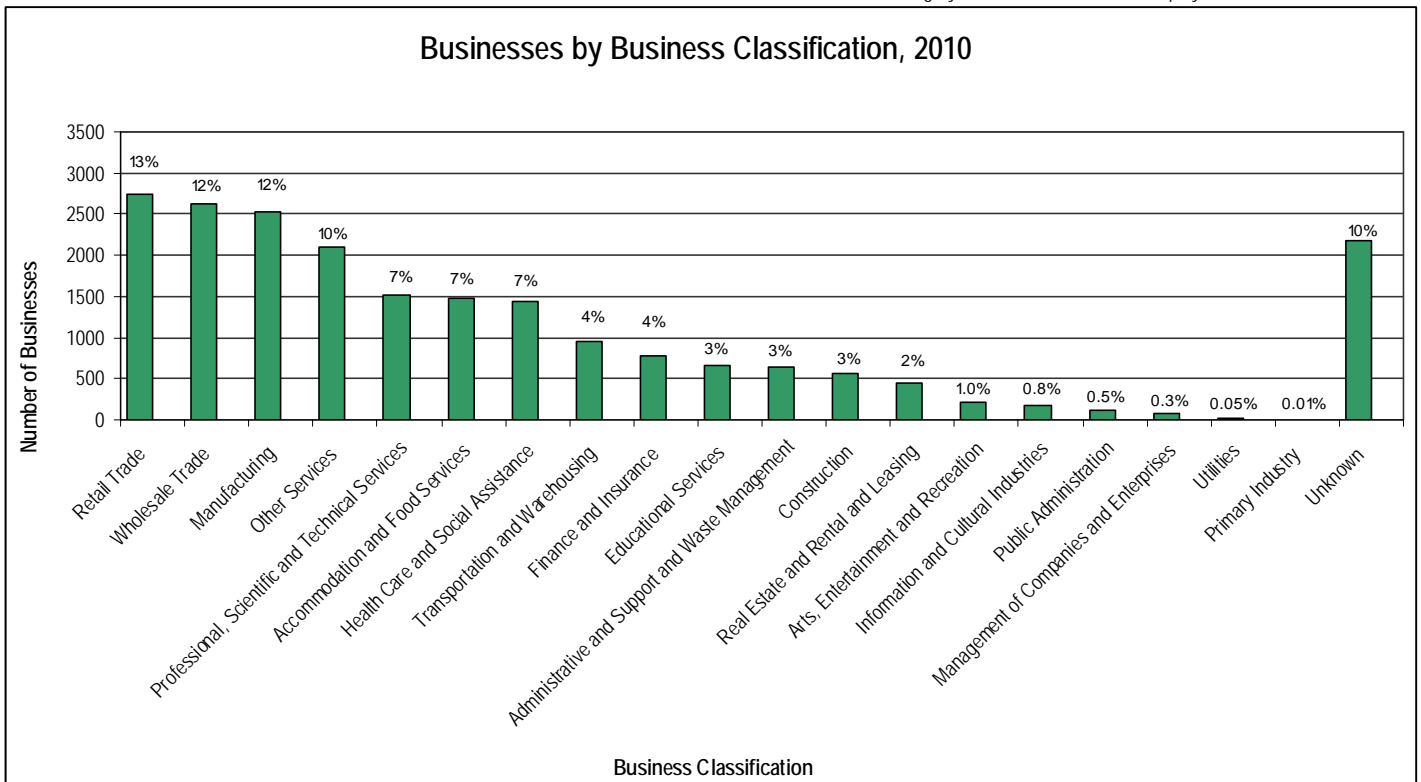


Businesses and Employment by Business Sector

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 7% of employment positions are in retail establishments. Wholesale trade is the second largest sector. Twelve 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 16% of total employment. The transportation and warehousing sector accounts for 4% of total businesses and represents 11% of total employment. The professional, scientific and technical services sector comprises 7% of total business activities, as well as 8% of employment positions.

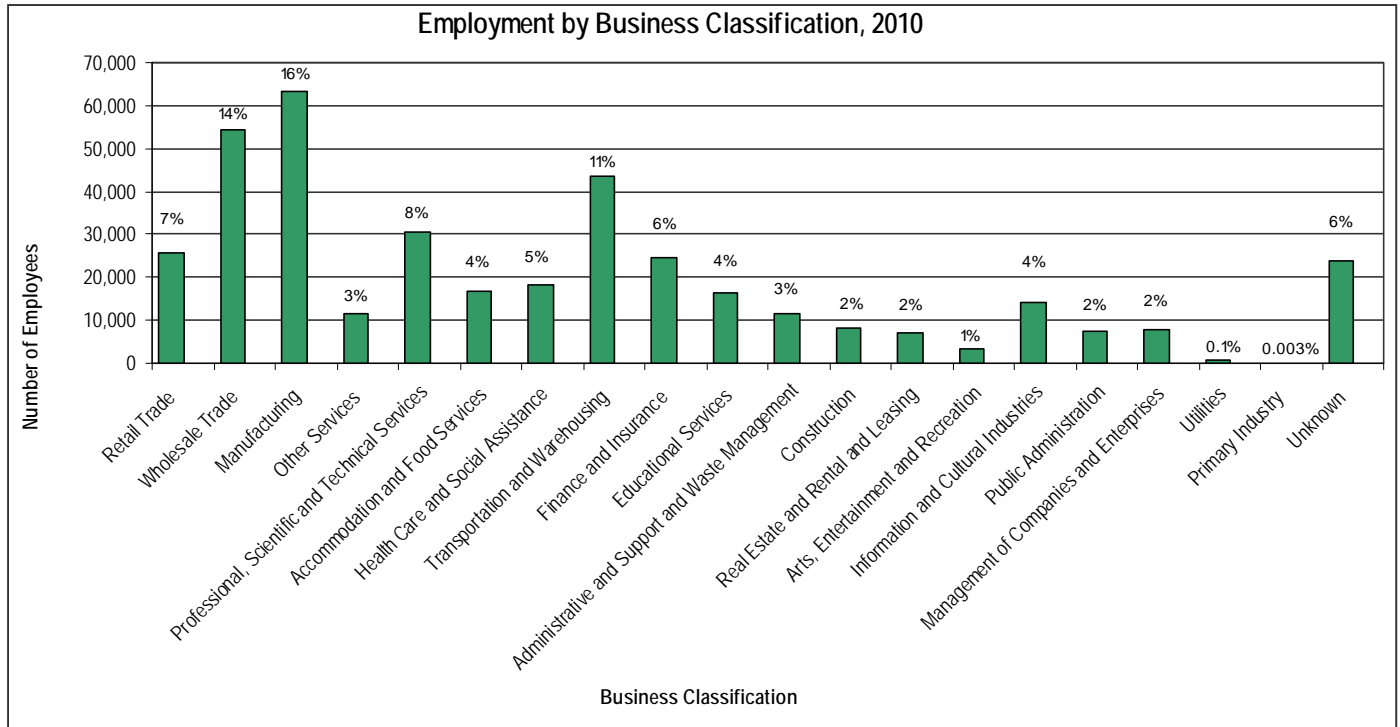


The unknown category are businesses with no employment data.



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

2010 Employment Profile



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

Businesses and Employment by Business Classification, 2010*

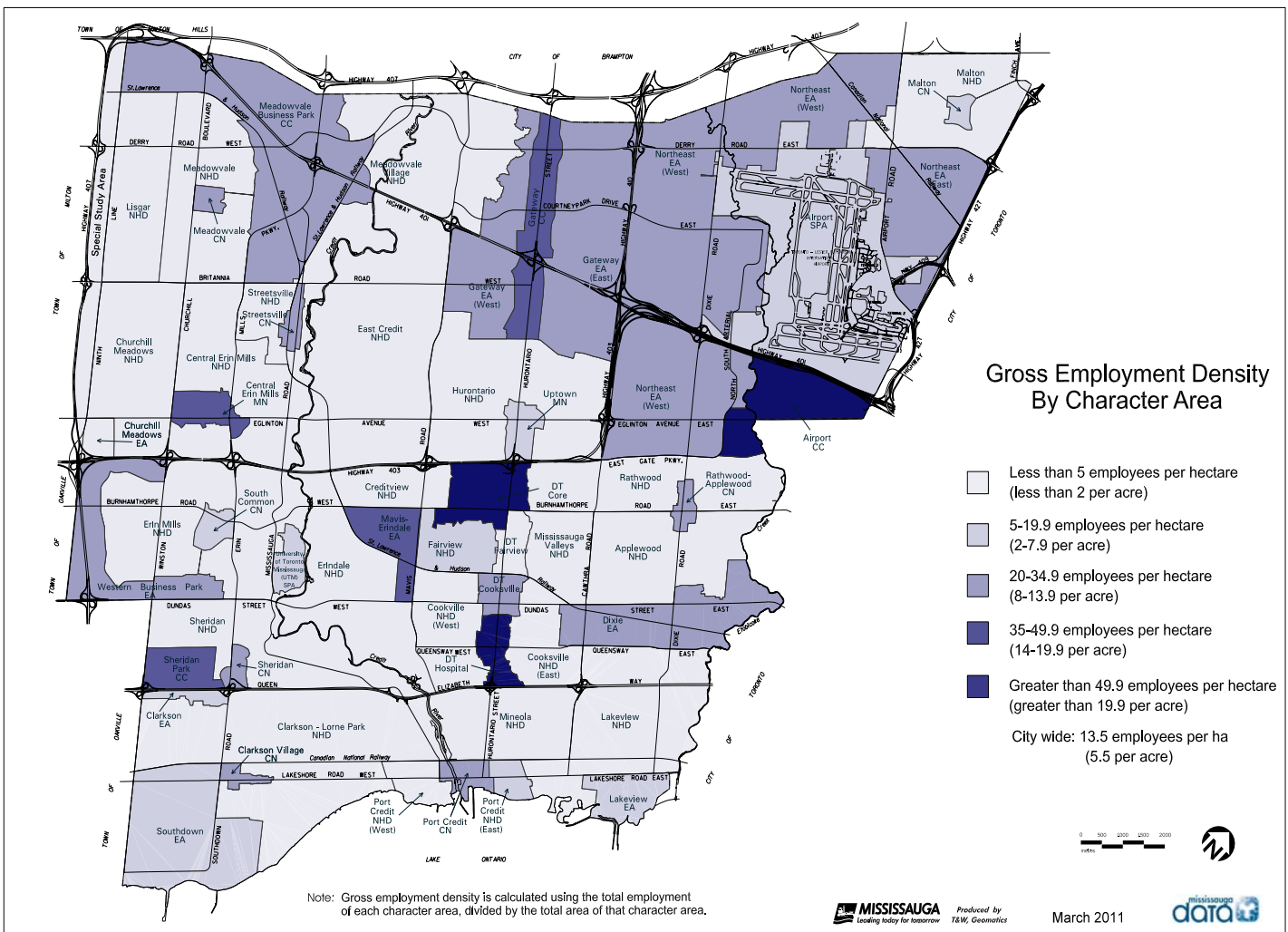
Business Classification	# of Businesses	% of Businesses	# of Employees	% of Employees
Retail Trade	2,735	13%	25,710	7%
Wholesale Trade	2,630	12%	54,515	14%
Manufacturing	2,520	12%	63,480	16%
Other Services	2,095	10%	11,605	3%
Professional, Scientific and Technical Services	1,520	7%	30,495	8%
Accommodation and Food Services	1,470	7%	16,875	4%
Health Care and Social Assistance	1,445	7%	18,285	5%
Transportation and Warehousing	945	4%	43,630	11%
Finance and Insurance	775	4%	24,470	6%
Educational Services	665	3%	16,500	4%
Administrative, Support and Waste Management	640	3%	11,660	3%
Construction	560	3%	8,010	2%
Real Estate and Rental and Leasing	440	2%	7,025	2%
Arts, Entertainment and Recreation	215	1.0%	3,195	1%
Information and Cultural Industries	170	0.8%	14,110	3.6%
Public Administration	110	0.5%	7,445	1.9%
Management of Companies and Enterprises	70	0.3%	7,890	2.0%
Utilities	10	0.05%	580	0.1%
Primary Industry	5	0.01%	10	0%
Unknown	2,170	10%	24,015	6%
Total	21,190	100%	389,505	100%

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

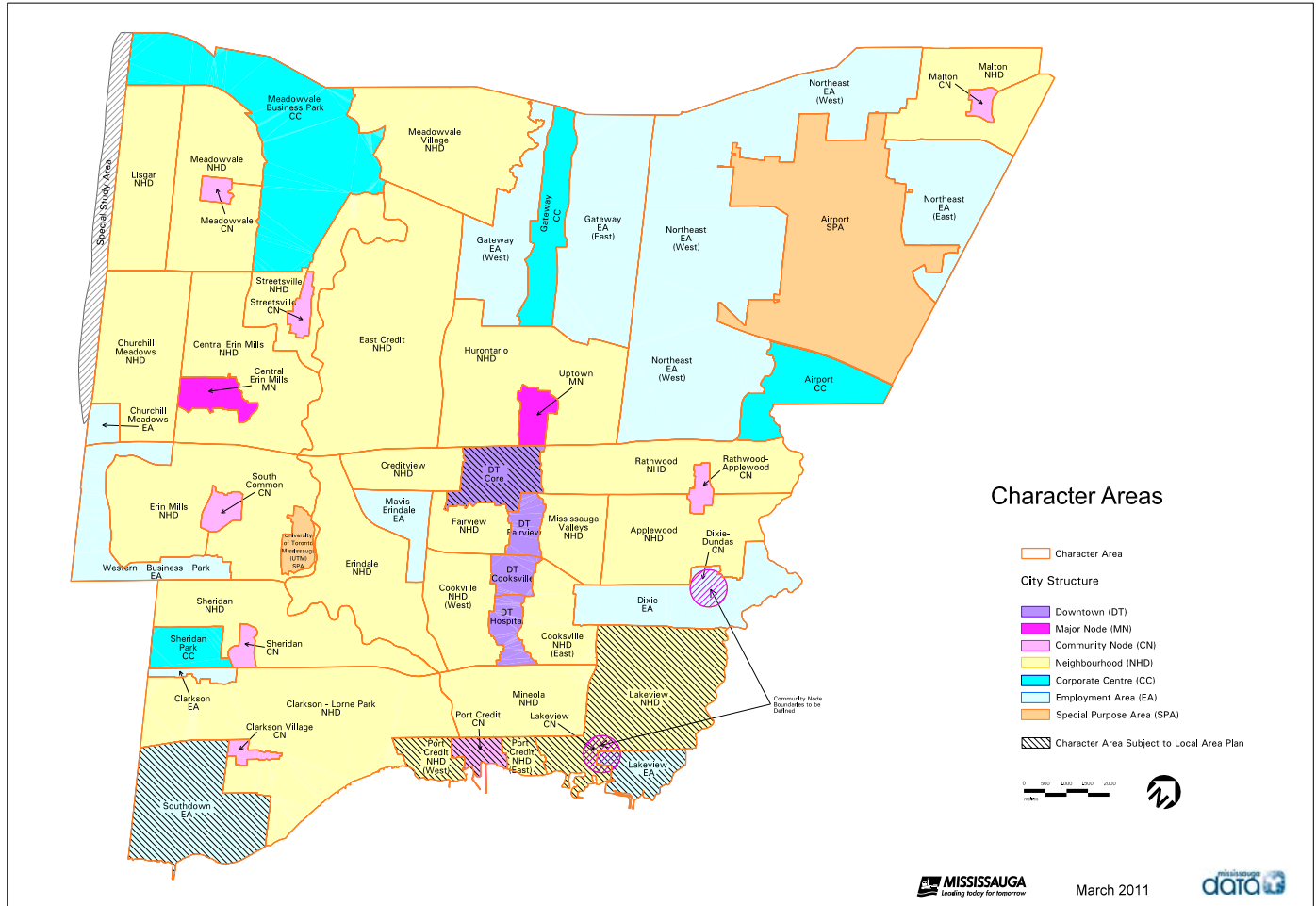
Employment Density

Employment density refers to the number of employees in a geographic area. Employment density by traffic zone is calculated using the employment information of each traffic zone as a ratio of the area of that traffic zone. Employment density by character area is calculated using the employment information of each character area as a ratio of the area of that character area

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 42.5 employees per hectare (17 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.



2010 Employment Profile



Port Credit mixed use development



Hewlett-Packard, 5150 Spectrum Way



Lakeview Library, 1110 Atwater Ave

The full 2010 Employment Profile report and this newsletter can be viewed on at: www.mississauga.ca/data



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