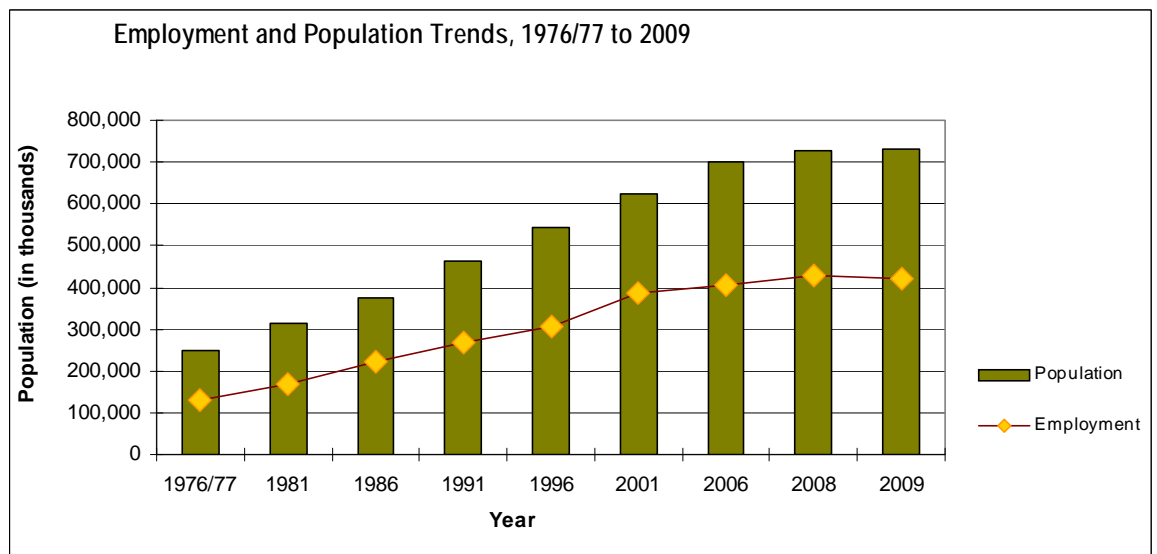


City of Mississauga, Planning and Building Department
2009 Employment Profile

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.

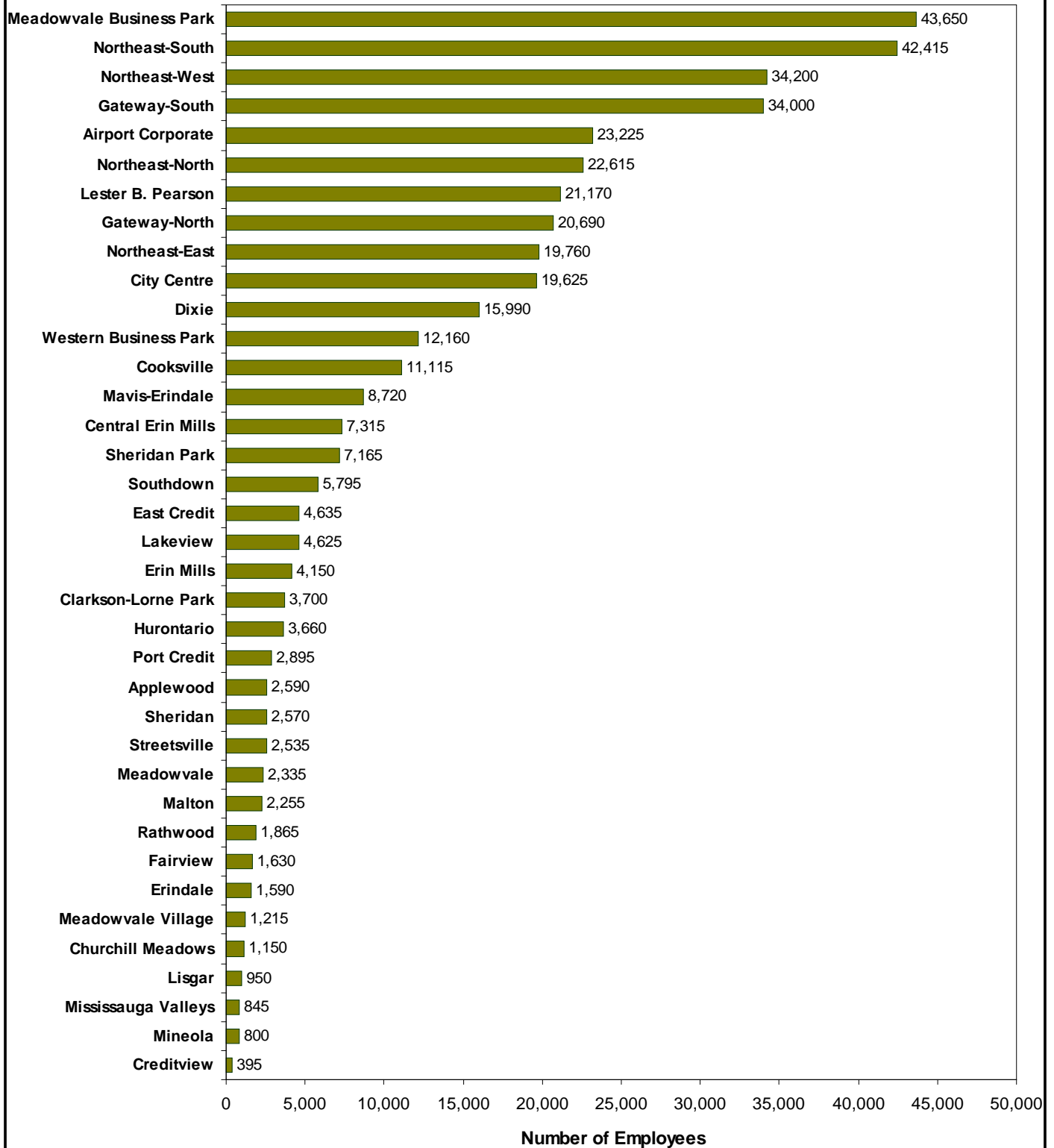
^e Participating Labour Force is the Resident Labour Force multiplied by the participation rate of 68.6% from the Labour Force Survey by Statistics Canada for June 2009.

^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.

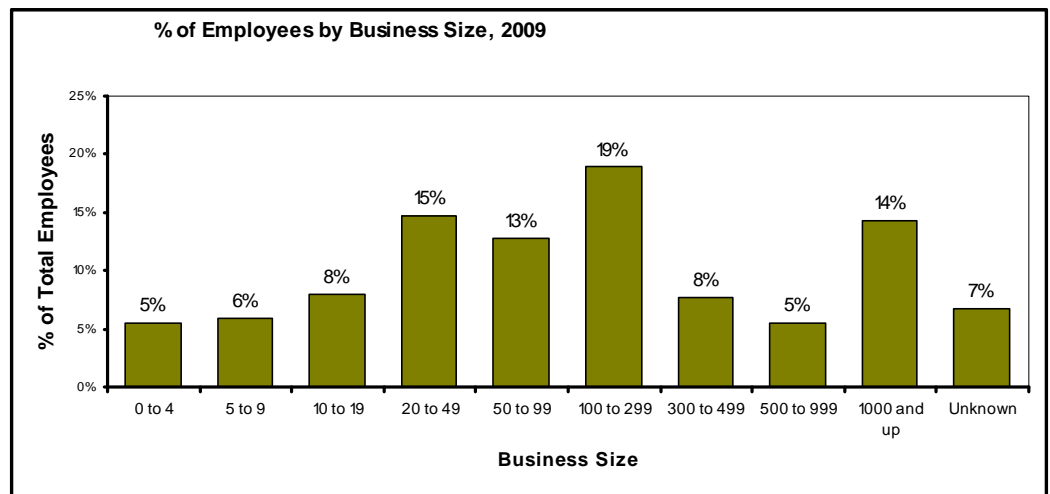
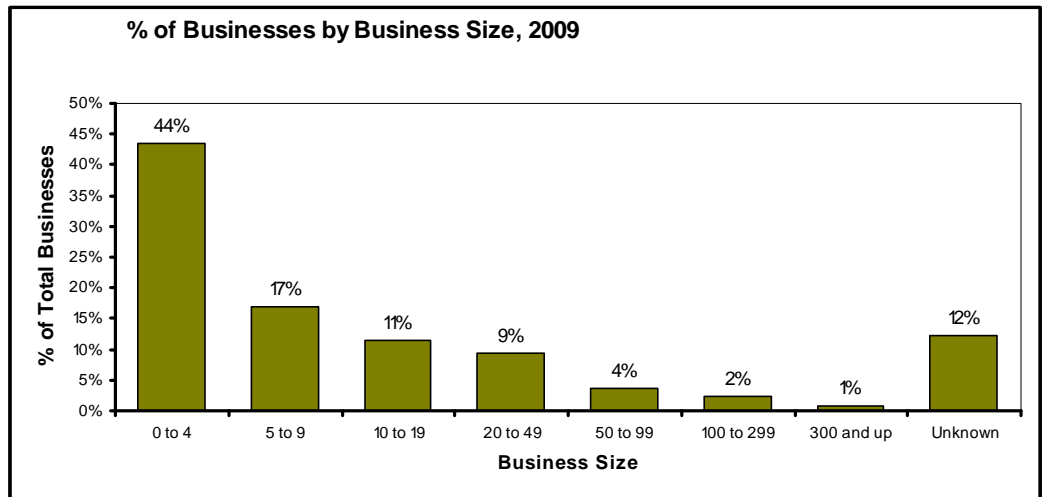
³ This figure does not include home-based businesses.

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%

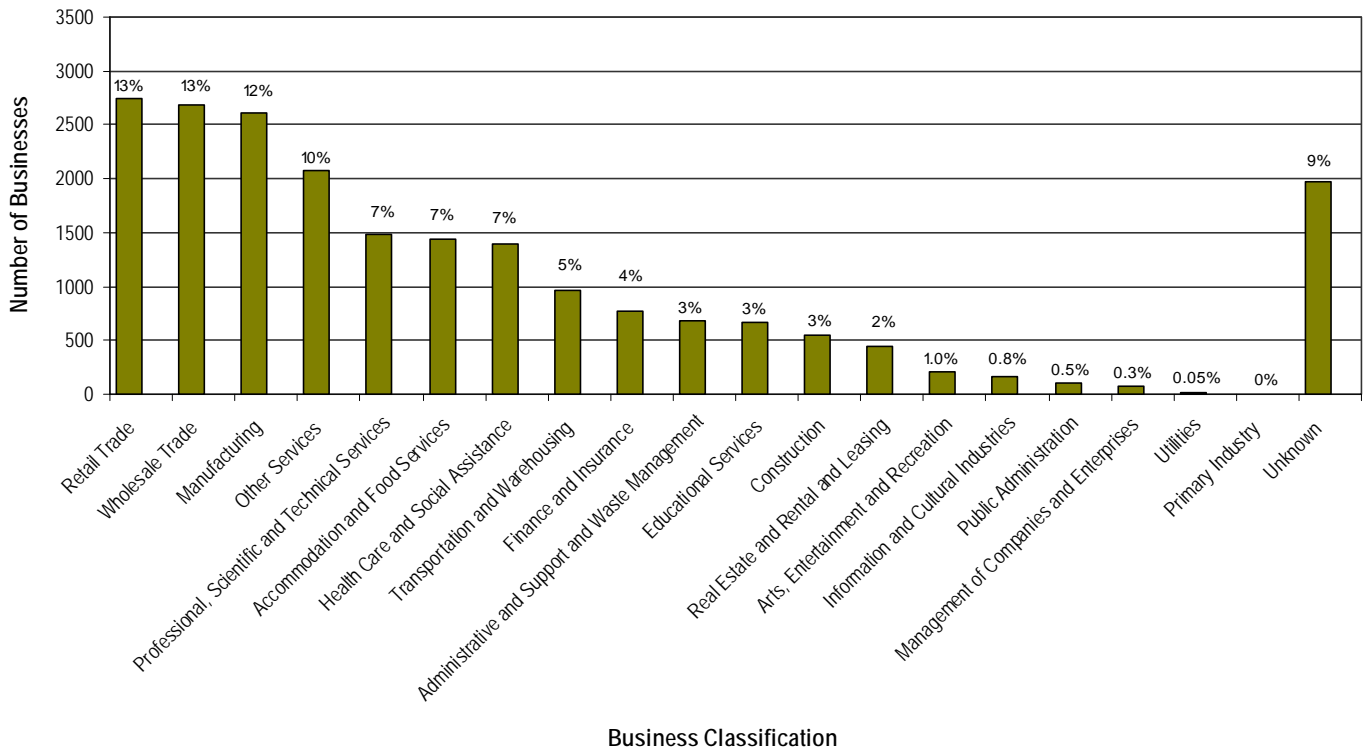
* Numbers may not add due to rounding. The unknown classification are businesses where a NAICS code is not assigned. Does not include home-based busi-

Employment Density

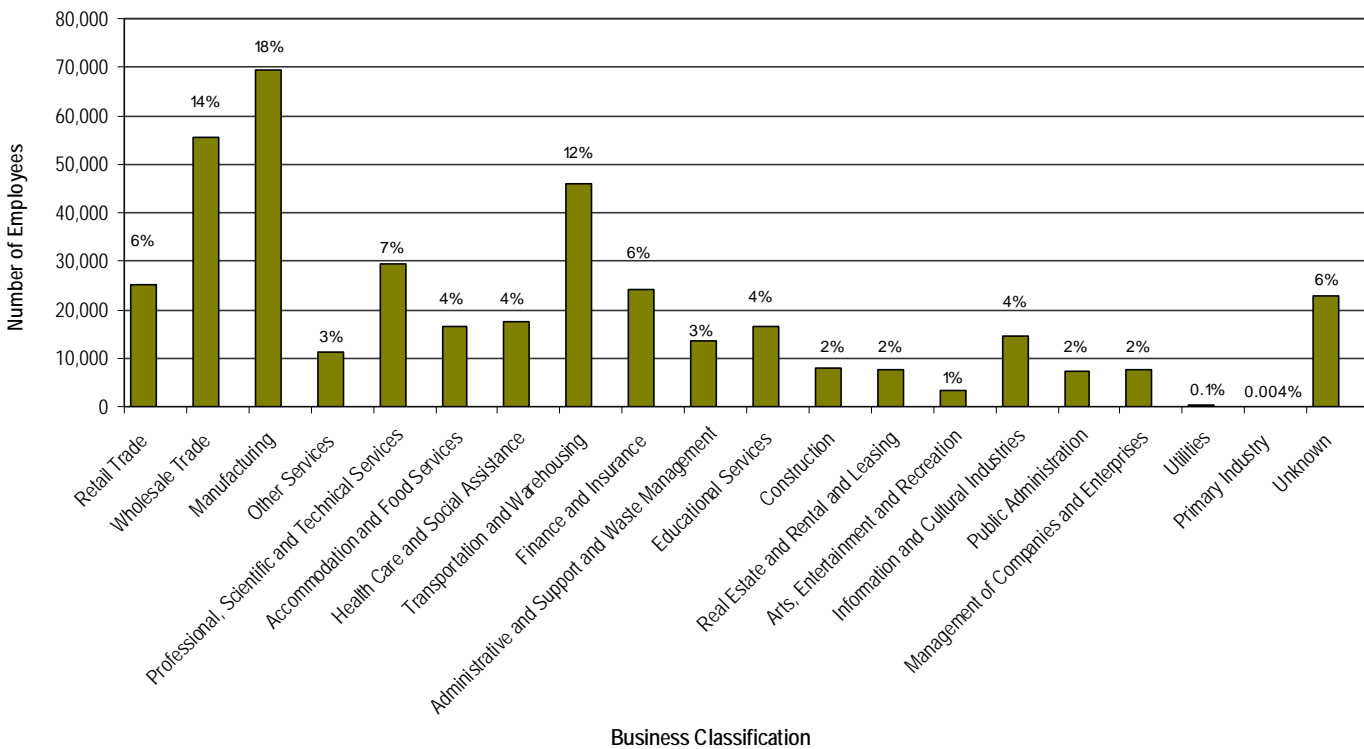
Employment density refers to the number of employees in a geographic area, using the employment information of each traffic zone and the area of that traffic zone. The City's average gross employment density is 13.5 employees per hectare (5.5 employees per acre). Gross area includes all land uses, whether 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

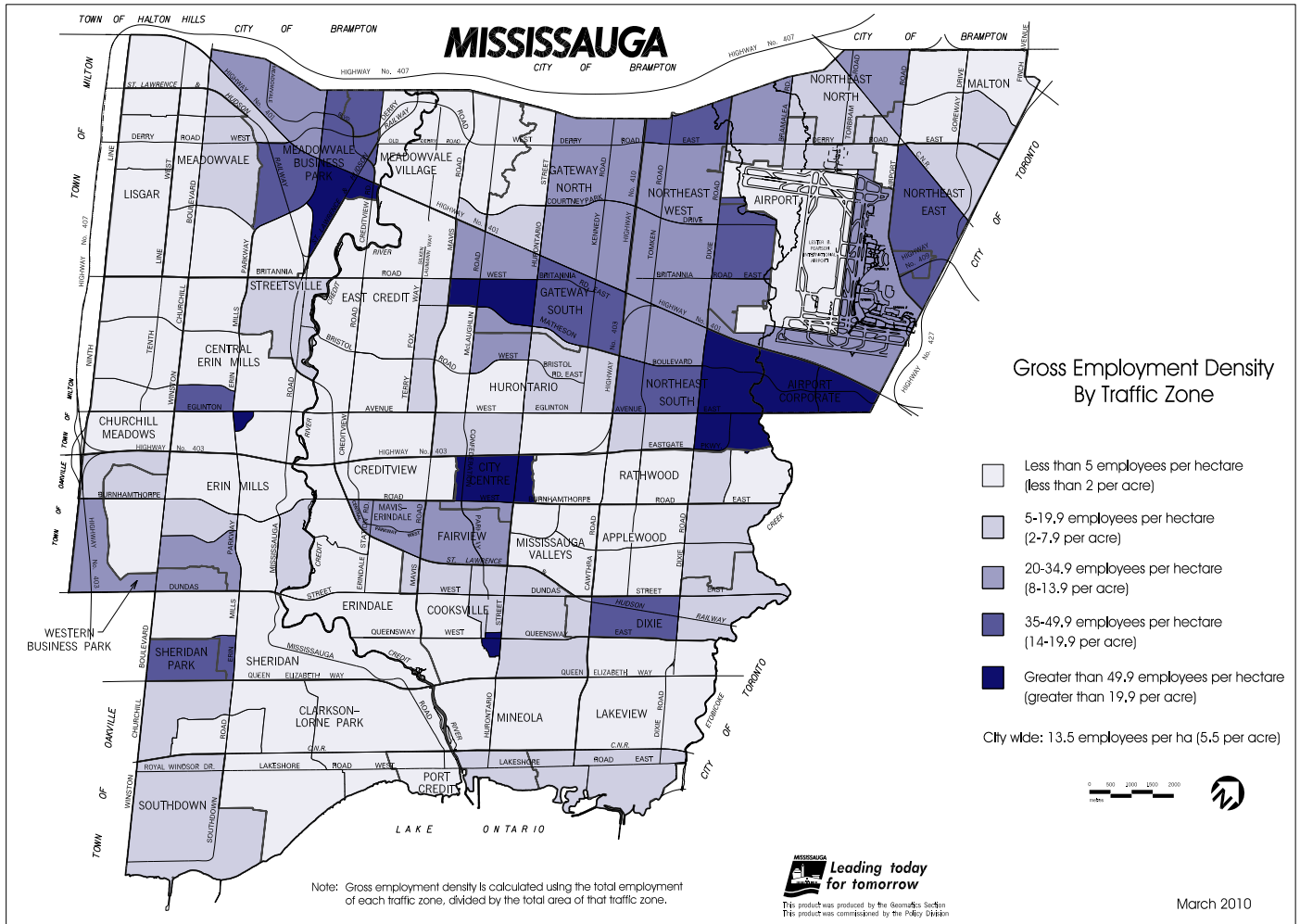


Employment by Business Classification, 2009



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



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"