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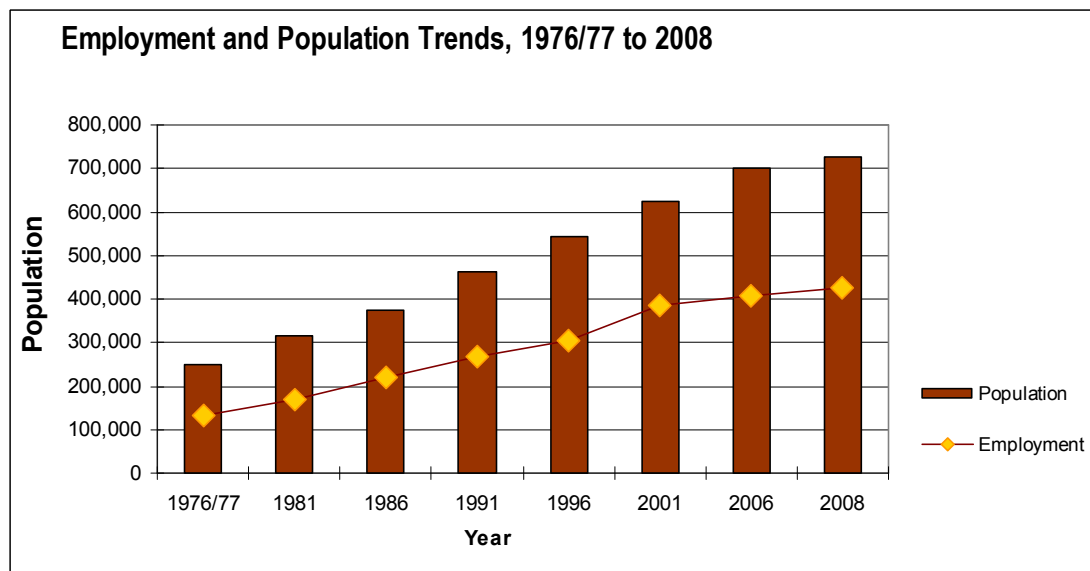


City of Mississauga, Planning and Building Department
2008 Employment Profile

This newsletter presents a profile of employment and business activities in the City of Mississauga in 2008. It discusses employment levels, existing businesses and vacancies.

The data in this report are based on information from the Mississauga Employment Database and the 2008 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 2008 Employment Survey counted 401,285¹ employment positions in 2008. Employment data for 88% of the 21,380 operating businesses were obtained. When the employment figure of 401,285 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 427,165².



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 2008 which is the 2008 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 which is the City of Mississauga 2008 Growth Forecast projection of population for June 2008.

¹ Employment was estimated based on data contained in the Mississauga Employment Database, data from the 2008 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 2008 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 2008 (based on the 2006 Census) was added. Home-based businesses are assumed to be 4% of the resident labour force.

2008 Employment Profile

The City of Mississauga has had steady growth in employment over the last thirty-one years. In 2008 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 427,165 in 2008 (224%). Population has kept pace increasing from approximately 250,000 in 1976 to 728,000 in 2008 (191%). In comparing Employment Survey results (with no adjustment for census definition of employment) from 2007 and 2008, the 2008 Employment Survey found 10 more businesses sites than in 2007. An increase in employment of 2.8% was observed from 2007 to 2008. This increase can be attributed in part to new buildings and expansions of existing businesses, such as Citi financial services, Bell Mobility, Canada Cartage, T.S.T Overland Express, Aditya Birla Minacs, TD Bank Financial Group in Northeast and Gateway.

Mississauga has an employment ratio of .59. That is, for every 100 residents of the City, there were 59 local jobs. With a participating labour force of 401,050 and employment of 427,165, Mississauga must import a net labour force of approximately 26,115 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 55,000 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 2008.

Population, Total Employment and Resident Labour Force, 2008*	
Employment from the 2008 Employment Survey	401,285
Census Adjustment ^a	25,880
Total Employment ^b	427,165
Total Population ^c	728,000
Resident Labour Force ^d	581,230
Participating Labour Force ^e	401,050
Employed Labour Force	372,175
Unemployed Labour Force ^f	28,875
Employment Ratio ^g	.59
Difference Between Total Employment and Participating Labour Force	26,115
Labour Import ^h	55,000

*Numbers have been rounded

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

^b This figure represents the 2008 Employment Survey total plus the Census adjustment.

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

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

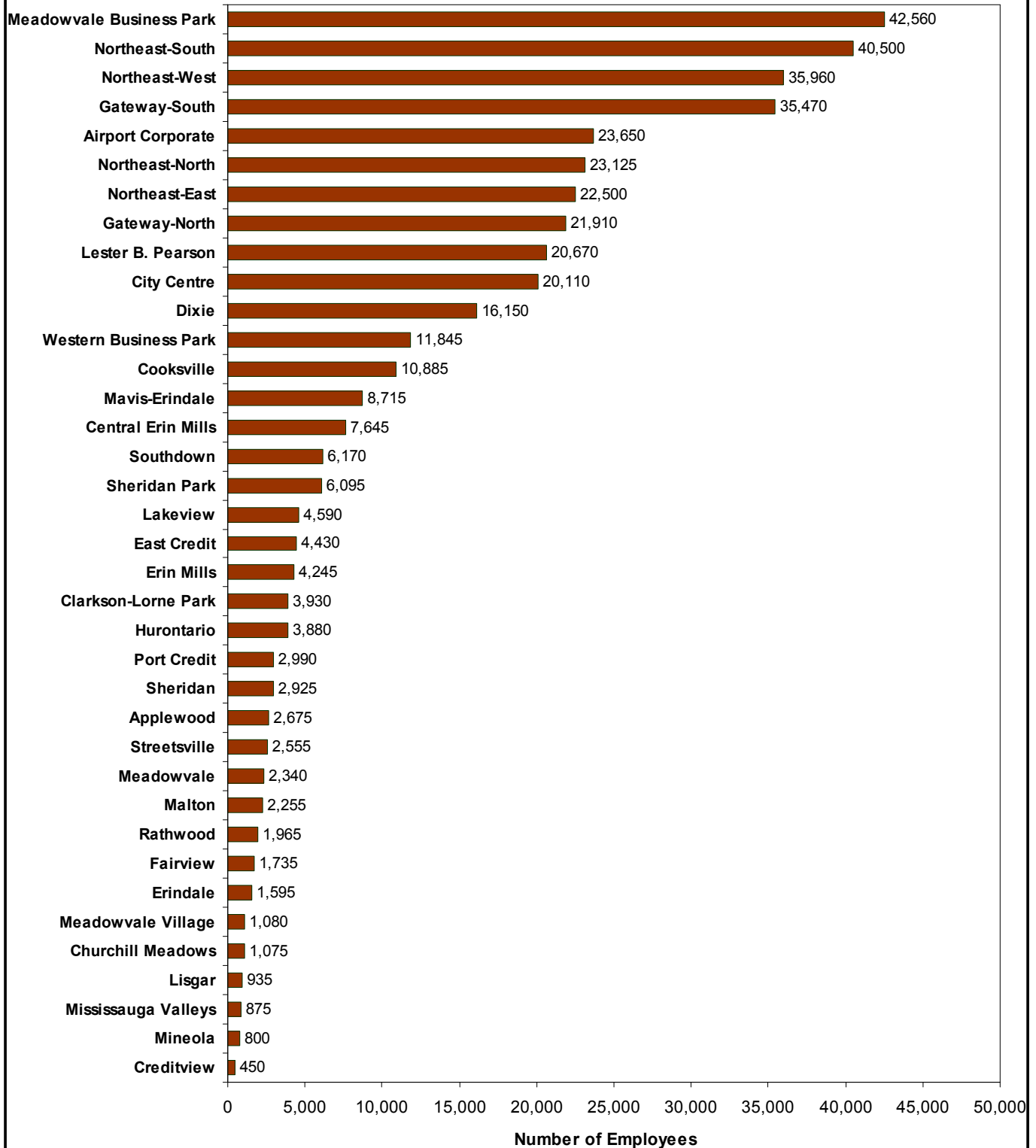
^e Participating Labour Force is the Resident Labour Force multiplied by the participation rate of 69% from the Labour Force Survey by Statistics Canada for June 2008.

^f Unemployed Labour Force is the Participating Labour Force multiplied by the unemployment rate 7.2% from the Labour Force Survey by Statistics Canada for June 2008.

^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, 2008



2008 Employment Profile

Businesses and Vacancies

There were 21,380⁴ businesses operating in Mississauga in 2008. In addition, the 2008 Employment Survey recorded a total of 2,330 vacancies⁵. Ten percent of total business sites were vacant. Northeast-West has the largest concentration of businesses followed by Northeast-South, Northeast-North and Dixie. The largest proportion of total City vacancies were found in Northeast-West, Northeast-South, Northeast-North and Dixie, however, when considering vacancies as a percent of total business sites within a planning district, Northeast-East, Mineola, Northeast-West, Gateway-North and Airport Corporate, emerge as the districts with the highest vacancies. It should be noted that some vacancies represent new construction where tenants have not yet occupied the premises.

Businesses and Vacancies* by Planning District in 2008						
Planning District	Total Business Sites	Businesses		Vacancies		
		# of Businesses	% of Businesses	# of Vacancies	% of City Vacancies	% of Vacancies in each Planning District
Northeast-West	2,565	2,235	10%	330	14%	13%
Northeast-South	2,315	2,110	10%	205	9%	9%
Northeast-North	1,750	1,555	7%	195	8%	11%
Dixie	1,680	1,515	7%	165	7%	10%
Meadowvale Business Park	1,390	1,260	6%	125	5%	9%
Gateway-South	1,250	1,130	5%	120	5%	10%
Cooksville	1,200	1,075	5%	120	5%	10%
Western Business Park	1,150	1,005	5%	145	6%	13%
City Centre	1,100	1,000	5%	100	4%	9%
Northeast-East	790	640	3%	150	6%	19%
Gateway-North	685	610	3%	75	3%	11%
Airport Corporate	660	590	3%	70	3%	10%
Lakeview	585	510	2%	75	3%	13%
Port Credit	545	500	2%	45	2%	8%
Mavis-Erindale	535	490	2%	45	2%	9%
Central Erin Mills	495	475	2%	20	1%	4%
Streetsville	475	435	2%	40	2%	9%
Clarkson-Lorne Park	440	415	2%	25	1%	6%
Applewood	425	400	2%	25	1%	6%
Hurontario	410	395	2%	15	1%	4%
Malton	375	340	2%	35	2%	9%
Lester B. Pearson	350	340	2%	10	0.4%	3%
East Credit	325	310	1%	15	1%	5%
Southdown	295	270	1%	30	1%	10%
Sheridan	295	265	1%	30	1%	10%
Rathwood	265	245	1%	25	1%	9%
Meadowvale	240	225	1%	15	0.6%	5%
Erin Mills	230	215	1%	15	0.6%	6%
Erindale	180	170	1%	15	0.6%	8%
Fairview	140	130	1%	5	0.3%	5%
Mineola	120	100	0.5%	25	1.0%	19%
Mississauga Valleys	90	80	0.4%	10	0.43%	11%
Lisgar	85	80	0.4%	10	0.3%	9%
Churchill Meadows	85	85	0.3%	0	0.0%	0%
Creditview	75	75	0.3%	0	0.0%	0%
Meadowvale Village	65	60	0.3%	1	0.0%	2%
Sheridan Park	60	55	0.3%	5	0.2%	10%
Total	23,710	21,380	100%	2,330	100%	10%

Numbers may not add due to rounding.

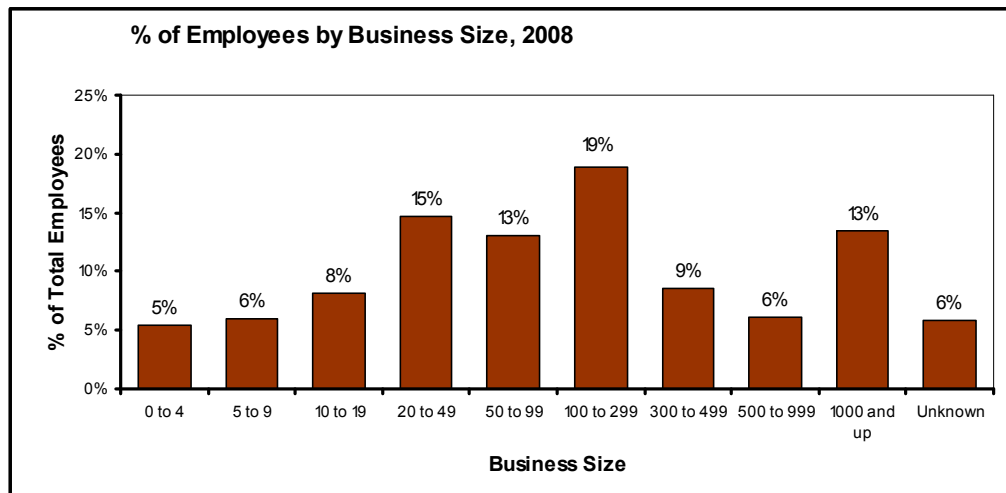
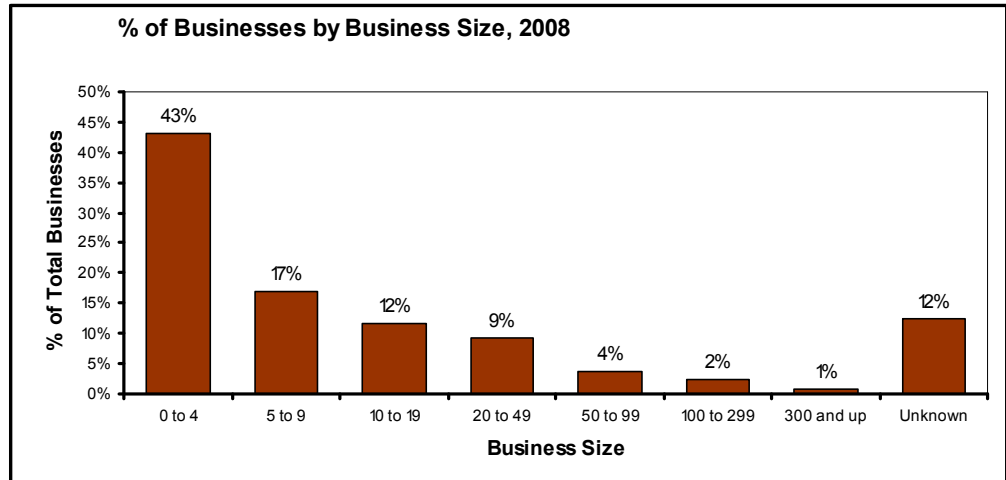
⁴ This figure does not include home-based businesses.

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

Businesses by Business Size

The City's business profile is dominated by small businesses. Forty-three percent of all businesses have fewer than five employees. However, smaller firms do not constitute a large portion of total employment. Firms with fewer than five employees represent only 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)⁶. 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 13% of total business activities and 20% 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.

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

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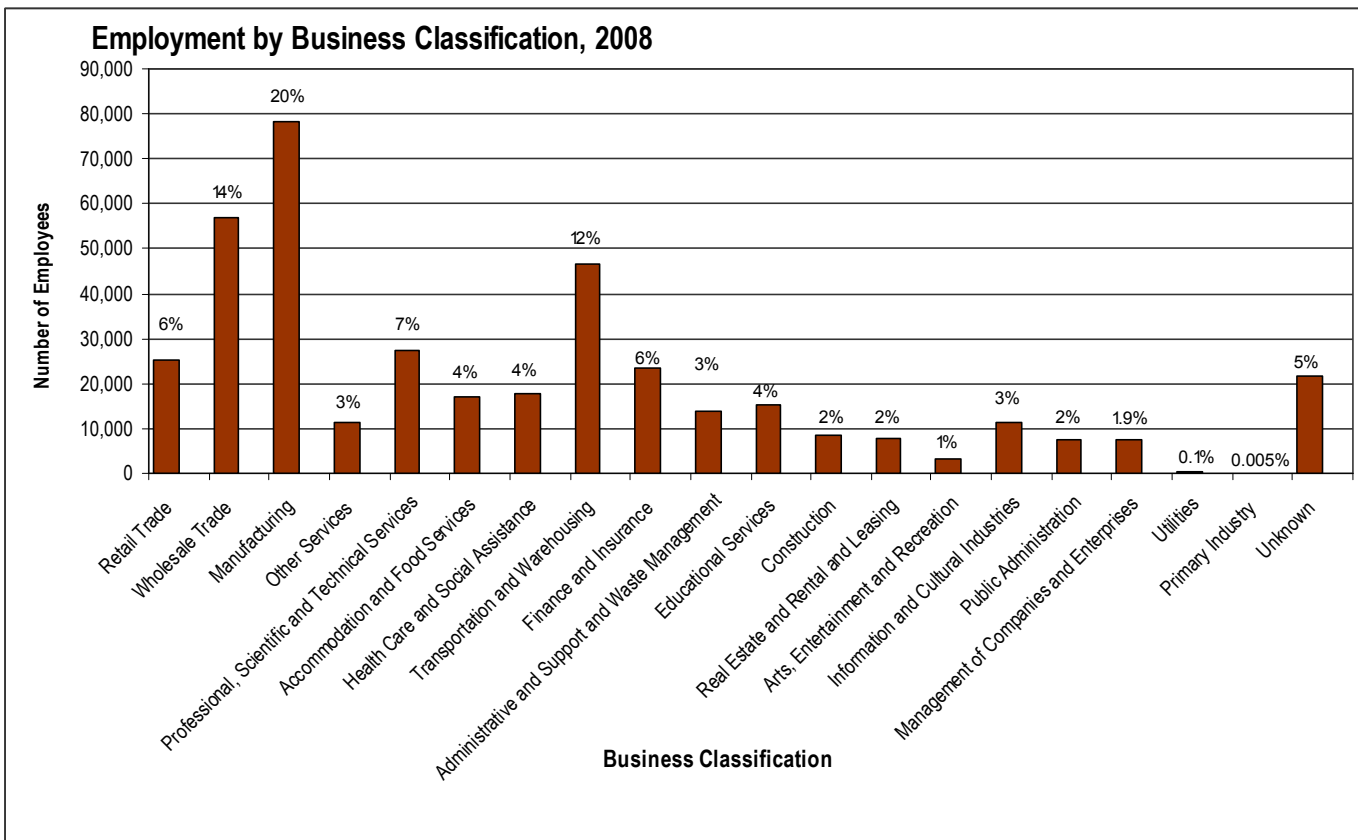
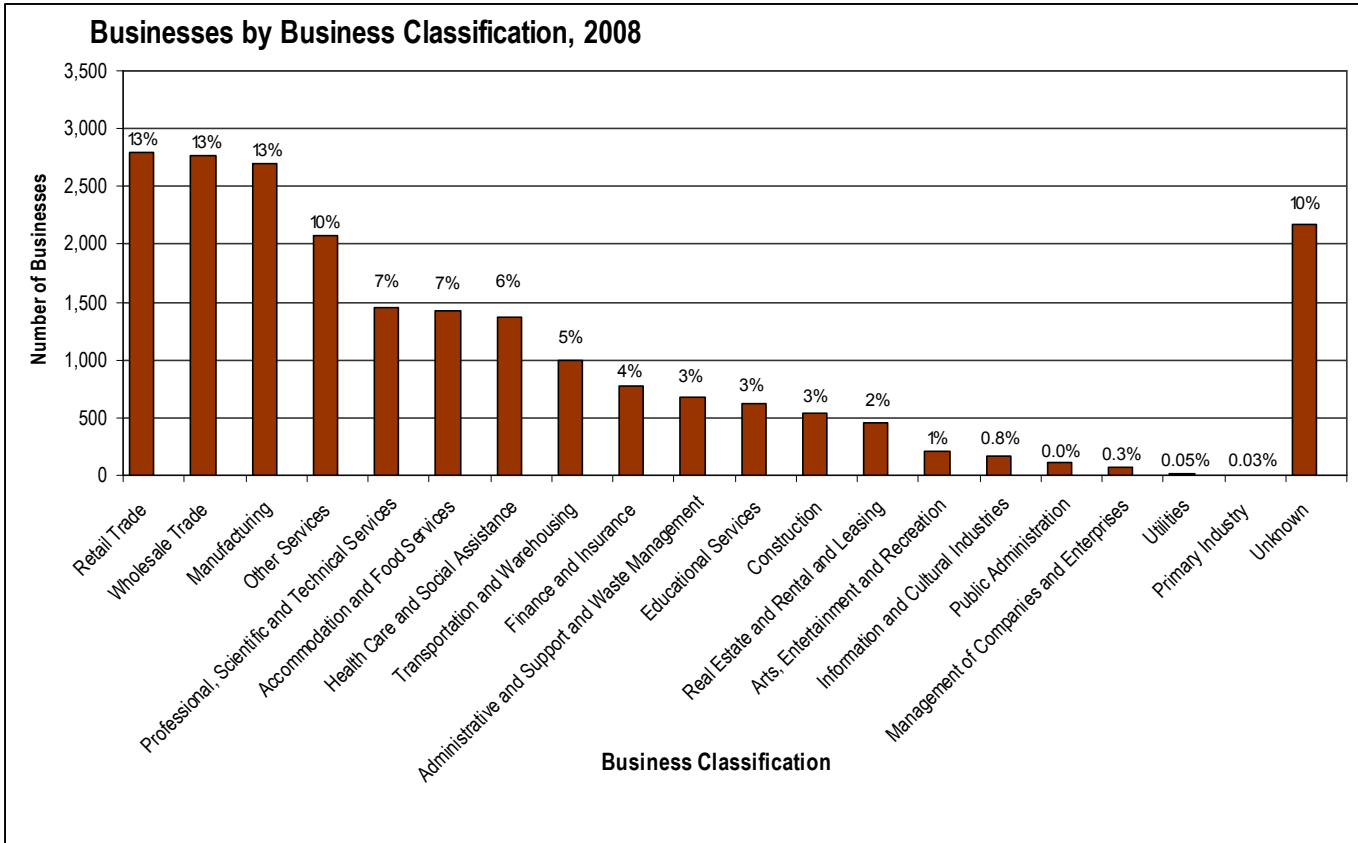
Businesses and Employment by Business Classification, 2008*				
Business Classification	# of Businesses	% of Businesses	# of Employees	% of Employees
Retail Trade	2,795	13%	25,310	6%
Wholesale Trade	2,765	13%	56,785	14%
Manufacturing	2,700	13%	78,410	20%
Other Services	2,075	10%	11,380	3%
Professional, Scientific and Technical Services	1,455	7%	27,255	7%
Accommodation and Food Services	1,430	7%	17,160	4%
Health Care and Social Assistance	1,370	6%	17,770	4%
Transportation and Warehousing	995	5%	46,580	12%
Finance and Insurance	775	4%	23,650	6%
Administrative and Support and Waste Management	680	3%	14,040	3%
Educational Services	625	3%	15,285	4%
Construction	540	3%	8,445	2%
Real Estate and Rental and Leasing	450	2%	7,770	2%
Arts, Entertainment and Recreation	210	1%	3,025	1%
Information and Cultural Industries	165	0.8%	11,470	3%
Public Administration	105	0.5%	7,495	1.9%
Management of Companies and Enterprises	65	0.3%	7,425	1.9%
Utilities	10	0.05%	400	0.1%
Primary Industry	5	0.03%	20	0.005%
Unknown	2,170	10%	21,605	5%
Total	21,380	100%	401,285	100%

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

Employment Density

Employment density refers to the number of employees in a geographic area, using the employment information of each traffic zone and the area of that traffic zone. The City's average gross employment density is 14 employees per hectare (5 employees per acre). Gross area includes all land uses, whether they are developed or undeveloped (such as natural areas). Higher gross employment densities are noticeable in the employment districts and along highways and major roads (see map on page 8). The City's average net density is 45 employees per hectare (18 per acre). Net area includes lands developed for commercial, office, industrial, community/cultural, places of religious assembly, public/institutional and school land uses, but excludes lands that do not generate employment such as residential, open space, natural areas, roads and vacant land uses.

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



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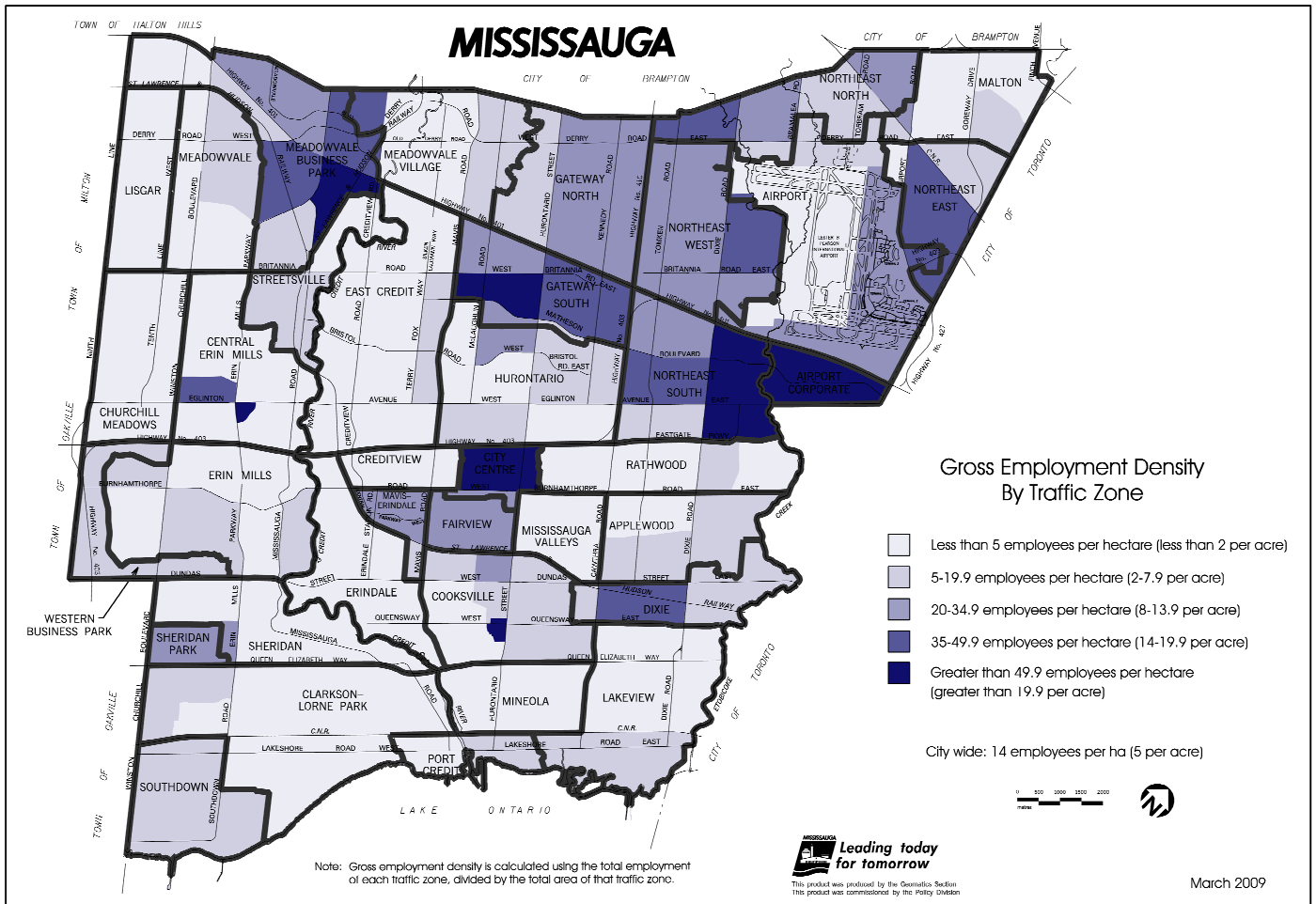


Photo: Bell Canada, Airport Corporate District, 5115 Creekbank Road

The full 2008 Employment Profile report and this newsletter can be viewed on the internet at: www.mississauga.ca

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