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CITY OF MISSISSAUGA
PLANNING DEPARTMENT

ITEM: 11
FILE: SP 166
DATE: AUGUST 15, 1978

TO H. M. McCallion, Chairman, and Members of the
City of Mississauga Planning Committee

FROM R. G. B. Edmunds, Commissioner of Planning

SUBJECT Service Sector Employment in Mississauga

COMMENTS The attached report, Technical Report on
Service Employment in the City of Mississauga,
1977 was presented to Peel Regional Council on
June 7, 1978. It represents the results of a
cooperative effort by the Regional and City
Planning Staffs to determine the level of
service employment in Mississauga during 1977.

The report should be regarded as an information
item at this time as the two staffs continue to
work toward the complete employment inventory
for the City. When the final inventory is
available, it will be used in the Development
Monitoring Program proposed in the draft
Official Plan.

The report estimates that 35,000 people were
employed in service industries in Mississauga
in 1977. In addition, it provides detailed
breakdowns on the spatial distribution of
service employment, the composition of the
service work force by type of worker, sex of
worker, and by occupation and establishment
characteristics.

The report does offer some observations as to
the growth in the service work force since
1971; however, these figures should be used with
caution since there may be differences in the
measurement and definition of employment at the
two points in time. These possible differences
will be investigated by the two Planning Staffs

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ITEM: 11
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and reported on when the final total employment inventory and study is completed later this year.

RECOMMENDATION That the Planning Department memorandum dated August 15, 1978, concerning Service Sector Employment in Mississauga be received.



The Regional Municipality of Peel ||
PLANNING DEPARTMENT

CITY OF MISSISSAUGA PLANNING DEPT. RECEIVED			
FOR INFORMATION ONLY			JUN 8 1978

The Chairman and Members
of the Planning Committee.

FOR INFORMATION ONLY
June 7th, 1978.

SUBJECT

Technical Report on Service Employment in the City of
Mississauga, 1977.

BACKGROUND

Last summer a survey of employers in Mississauga was carried out by the City's planning staff in conjunction with Regional planning staff, to determine the level of service employment in the City. The questionnaire and study design were developed by Regional staff, the survey was undertaken by City staff and the data processing and reporting were then completed by Regional staff.

The following report summarizes the information obtained about the Service Sector in Mississauga. The data collected complements the information presented in the Region of Peel/IBI Group Economic/Employment Supplement Study (August 1976) and our earlier survey of employment in the industrial sector (Industrial Employment in the City of Mississauga, 1976) in building a comprehensive understanding of the present employment situation in Mississauga. Currently, Regional staff are working on an update of the industrial sector so as to provide a complete picture of employment in Mississauga in 1977.

The Technical Report is on file in the Clerk's Department.

SUMMARY OF THE TECHNICAL REPORT

1. Definitions:

- a) For the purpose of regional planning studies, the term "Service" refers to operations engaged in activities that are identified in the Canadian Standard Industrial Classification (SIC) Manual as industry numbers 631 to 991. The major activities included in this category are Retail Trade, Finance, Education, Health, Public Administration, Personal Services, Services to Business and other Community Services. The term "Service" does not, therefore, encompass all types of economic

activity in Mississauga. Specifically, the term "Service" does not include firms and activities involving Manufacturing and Processing, the Primary Industries, Construction, Transportation, Communications and Utilities and Wholesale Trade. These latter activities would be identified by the term "Industrial".

- b) For the purpose of regional planning studies, the term "Employment" is used to identify the number of full-time and part-time, on-site and off-site employees working for an individual establishment or within a defined geographical area. The employment estimates provided in this report indicate the number of people working in Mississauga in 1977, whether or not they lived there. Thus, the employment figures provide an estimate of the City's Service work force, but not of its resident labour force.

2. Results of the Survey

A total of 2902 Service establishments, including schools and government offices, were identified from the 1977 Assessment Rolls. As a result of a telephone survey, information was obtained for 2774 operations (about 95 percent of the service establishments identified). These 2774 operations employed 34 542 service employees.

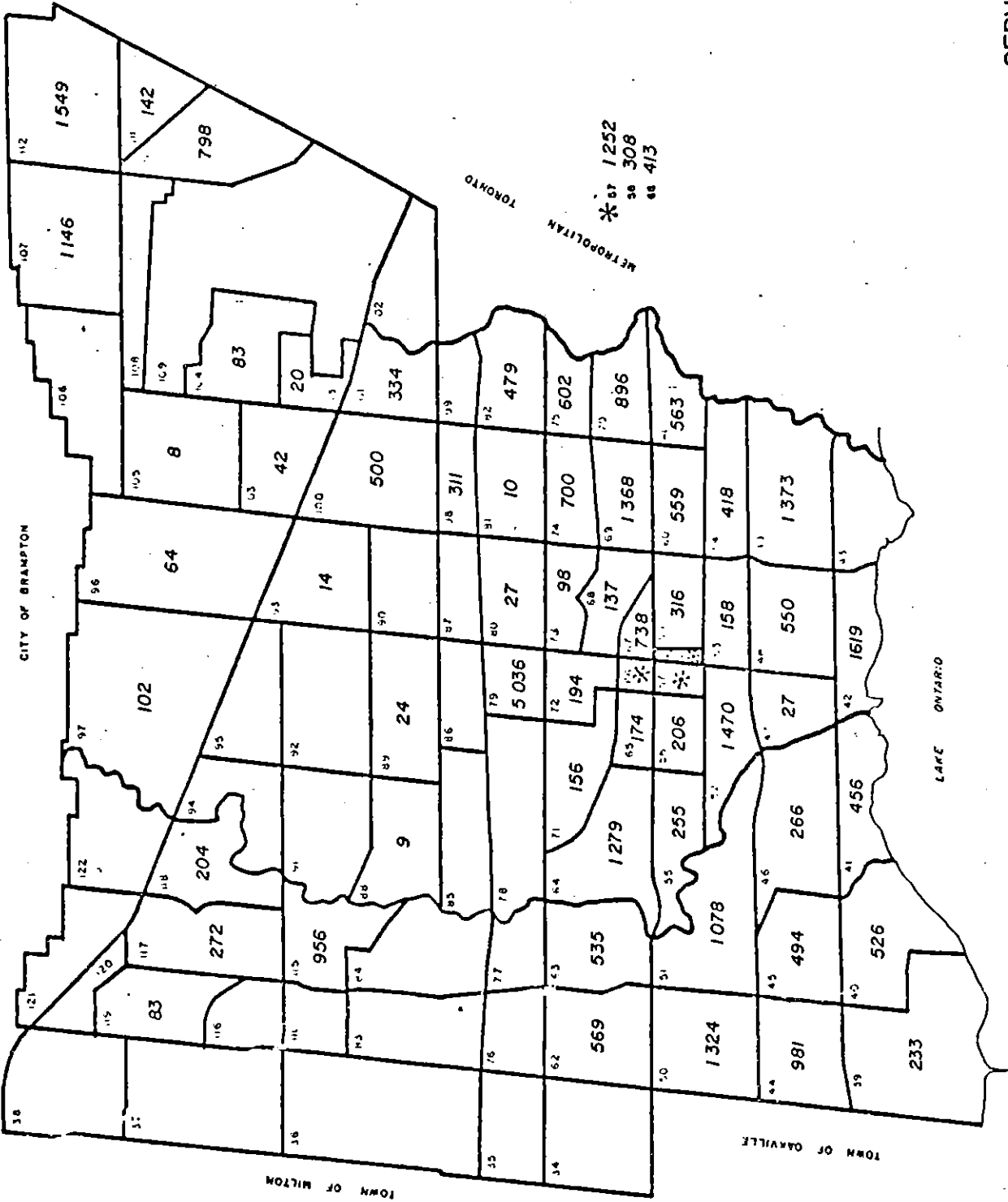
Map 1 shows the distribution of these service employees by traffic zone.

3. Service Employment Growth

The size of the City's service work force has increased from about 21 000 workers in 1971 to about 35 000 workers in 1977, an increase of over 65%. In the same six year period, the population in Mississauga increased by about 53%, from 172 000 in 1971 to 264 000 in 1977.

KB/spw

Peter E. Allen,
Commissioner of Planning.





The Regional Municipality of Peel

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SERVICE EMPLOYMENT IN THE CITY OF MISSISSAUGA, 1977

Policy Planning Division TECHNICAL REPORT
PLANNING DEPARTMENT

1978 06



The Regional Municipality of Peel

POLICY PLANNING DIVISION TECHNICAL REPORT - 1978 06

SUBJECT:

Service Employment in the City of Mississauga, 1977.

BACKGROUND:

Last summer a survey of employers in Mississauga was carried out by the City's planning staff in conjunction with Regional planning staff, to determine the level of service employment in the City. The questionnaire and study design were developed by Regional staff, the survey was undertaken by City staff and the data processing and reporting were than completed by Regional staff.

The following report summarizes the information obtained about the Service Sector in Mississauga. The data collected complements the information presented in the Region of Peel/IBI Group Economic/Employment Supplement Study (August 1976) and our earlier survey of employment in the industrial sector (Industrial Employment in the City of Mississauga, 1976) in building a comprehensive understanding of the present employment situation in Mississauga. Currently, Regional staff are working on an update of the industrial sector so as to provide a complete picture of employment in Mississauga in 1977.

DEFINITIONS:

1. For the purpose of regional planning studies, the term "Service" refers to operations engaged in activities that are identified in the Canadian Standard Industrial Classification (SIC) Manual as industry numbers 631 to 991. The major activities included in this category are Retail Trade, Finance, Education, Health, Public Administration, Personal Services, Services to Business and other Community Services. The term "Service" does not, therefore, encompass all types of economic activity in Mississauga. Specifically, the term "Service" does not include firms and activities involving Manufacturing and Processing, the Primary Industries, Construction, Transportation, Communications and Utilities and Wholesale Trade. These latter activities would be identified by the term "Industrial".

2. For the purpose of regional planning studies, the term "Employment" is used to identify the number of full-time and part-time, on-site and off-site employees working for an individual establishment or within a defined geographic area. The employment estimates provided in this report indicate the number of people working in Mississauga in 1977, whether or not they lived there. Thus, the employment figures provide an estimate of the City's Service Work force, but not of its resident labour force.

METHOD:

1. Identification of Establishments to be Surveyed

All establishments with the Unit Class Code "COM" or "EDN" were identified in the Assessment Rolls dated 26/01/1977. In addition, government offices and other service employment locations were identified from the Assessment Rolls. A Standard Industrial Classification (SIC) number was assigned to each operation and those operations with SIC numbers 631-991 were separated out for the survey. (In cases where the principal activity of an operation was uncertain, the operation was included in the survey. In such a case, the principal activity was ascertained in the survey process, a SIC code was assigned and thus the operation was identified as Service or Industrial.) As a result of this sorting by SIC code, some 3100 operations were eventually identified as Service. Self-employed persons running their own businesses, were included in this count, as were all operations reporting one or more employee at a location in Mississauga.

2. Data Collection

The principal source was a telephone survey conducted by the City's planning staff during the summer months of 1977. Questions were asked about the number of employees (full-time and part-time) and the breakdown of employees according to the type of work (office, sales and service, technical, professional or other) they performed. The telephone survey was supplemented by field visits where necessary. (Appendix A provides an example of the survey questionnaire used.) The information collected for each operation was recorded on an Establishment Summary Sheet. (See Appendix B)

A total of 3100 service operations were identified from the 1977 Assessment Rolls. As a result of the survey by telephone or field visit, information about these establishments was obtained. Of the 3100 operations, employment information was gathered for 2774 establishments. Of the remaining 326, 198 were identified as having moved or as being closed and out of business. For the remaining 128 operations, information was unavailable. In some cases, information was not obtained because messages left with answering services were not returned or the owner could not be contacted during the survey period; in a few cases, the owners were unwilling to provide information. The employment information provided in the remainder of this report relates to the 2774 operating establishments for which information was obtained. As such the survey results cover about 95 per cent of the service establishments operating in the City of Mississauga in 1977. Thus, the total employment of 34 542 service employees is a low estimate. Information for the remaining 128 establishments will be included in a future employment report that will combine both the Industrial and Service sectors in Mississauga.

3. Analysis

For the purpose of regional planning studies, it is useful to indicate the distribution of employment below the Municipal level. The most commonly used level of disaggregation is the Traffic Zone. Thus, each of the service establishments was identified by the Traffic Zone it was located in and its reported employment was then attributed to that Traffic Zone. The spatial distribution of service employment in Mississauga thus obtained, is summarized in Table I and graphically presented in Map 1.

For reporting purposes, data on "Managerial and Executive" workers have been grouped with data on "Office and Clerical" workers and data on "Other" workers have been grouped with data on "Sales and Service" workers.

For reporting purposes, Service Sector activities have been classified as follows:

RETAIL TRADE - SIC NUMBERS 631-699 - includes sales and repair firms engaged in retail dealing.

FINANCIAL SERVICES - SIC NUMBERS 701-737 - includes banks and other deposit accepting and credit agencies and security, insurance and real estate agencies.

OTHER BUSINESS SERVICES- SIC NUMBERS 851-869 - includes firms and agencies providing technical, professional, promotional and other services to business management.

PERSONAL SERVICES - SIC NUMBERS 871-899 - includes firms and agencies providing personal and household care services, accommodation and entertainment services, rental and other services to persons, buildings and dwellings.

EDUCATION SERVICES - SIC NUMBERS 801-809 - includes private agencies and public institutions providing educational and related services.

HEALTH SERVICES - SIC NUMBERS 821-828 - includes hospitals and related health institutions, medical and dental practitioners, para-professional, diagnostic and other health services and welfare organizations.

OTHER COMMUNITY SERVICES - SIC NUMBERS 831-849 - includes private and public agencies providing amusement and recreational services and religious organizations.

PUBLIC ADMINISTRATION - SIC NUMBERS 902-991 - includes government office for all levels of public administration.

4. Treatment of the Estimates

Since the survey was taken over a period of a number of months, mainly during the summer, and fluctuations in employment levels occur throughout the year, the estimates provided in this report should be treated as general indication of the level of employment by service establishments in Mississauga for 1977 rather than the actual number of service workers for a specific day or week or month in the year. In particular, these estimates do not include the 128 operations for which information was not obtained.

SUMMARY OF FINDINGS:

1. Employment Characteristics

a) Size - There were 24 215 full time workers and 10 327 part-time workers (a total of 34 542 workers) employed by 2774 service establishments located in the City of Mississauga in 1977.

b) Spatial Distribution - Table I shows the distribution of service employment by Traffic Zone in 1977, thus providing detailed information about varying levels of employment in different parts of the City. The same information is presented graphically in Map 1. The average employment per firm varied from Traffic Zone to Traffic Zone, from a low of 1 employee per firm to a high of 105 employees per firm in Traffic Zone 52 which includes Mississauga Hospital with over 1200 employees. In general, institutional activities and administrative services involved greater numbers of employees than sales and community services. The greatest concentration of service employment occurred at Square One in Traffic Zone 79.

c) Composition by Type of Work - Overall, 21% of the total service work force (34 542 workers) in Mississauga, were employed in managerial and office occupations, 56% in sales and service occupations and 23% in professional and technical occupations. Table IIA shows the breakdown of total employees by type of work performed for each part of the service sector.

Table IIB shows the breakdown of the full-time work force (male and female) by type of work. Overall, 25% of the 24 215 full-time workers were employed in managerial and office occupations, 45% in sales and service occupations and 30% in professional occupations.

The breakdown by type of work for the male work force (full time) was 17% in managerial and clerical occupations, 53% in sales and service occupations and 30% in professional and technical occupations. The female work force (full time) 36% were employed in managerial and clerical occupations, 36% in sales and service and 28% in professional and technical occupations.

Table IIC shows the breakdown of the part time work force (10 327 workers) by type of work. Overall, 11% of the part time workers were employed in managerial and clerical occupations, 83% in sales and service and 6% in professional and technical work.

d) Composition by Sex - The survey provided information on the breakdown of workers by sex for the full time work force (24 215 workers) only. Table IID shows that overall male workers represented 54% of the work force, female workers 46%. Males represented 36% of the managerial and clerical workers, 64% of the sales and service workers and 56% of the professional and technical workers. Male workers predominated in Retail Trade, Business Services other than Financial Services, Community Services other than Education and Health and in Public Administration. Female workers slightly predominated Financial Services and Education and were very predominant in Health, accounting for 78% of the workers in Health Services.

Male workers involved in sales and service occupations were most predominant in Business and Financial Services and in Public Administration.

e) Composition by Type of Worker - Overall 30% of the total workforce of 34 542 service workers were employed as part-time workers, 70% were full-time. Table IIE shows the breakdown by type of worker (full-or part-time), by service activity and by type of work. Part-time workers were predominant only in Community Services other than Health and Education. Part-time workers also predominated sales and service occupations in Public Administration. Full-time workers predominated in Financial and Other Business Services, Education and Health Services, Personal Services and Public Administration.

f) Composition by Service Sector - Table IIF shows the breakdown of employment (full-and part-time) by each part of the Service Sector. Overall, retail trade represented the largest group, employing for 29% of service workers. Education Services represented the next largest group employing 16% of service workers. Public administration (federal, provincial, regional and local government offices) accounted for 10% of service employment in Mississauga. Education services employed 50% of the total number of Professional and Technical workers in the City's service work force. Retail trade employed 46% of the sales and service workers in the City's service work force.

Table IIG shows the distribution of the full-time male work force among the service sector groups. The predominant groups were sales and service workers in Retail Trade and professional and technical workers in Education.

Table IIH shows the distribution of the full-time female work force among the service sector groups. The predominant groups were professional and technical workers in Education Services and sales and service workers in Retail Trade.

Table IIJ shows the distribution of the part-time work force among the service sector groups. The predominant groups were sales and service workers in Retail Trade and professional and technical workers in Health Services.

g) Growth - The size of the City's service work force has increased from about 21 000 workers in 1971* to at least 34 542 workers in 1977, an increase of about 65%. The average annual growth during the six year period was thus 11%, approximately. In the same period, the population in Mississauga increased by about 53% from 172 000 in 1971 to 264 000 in 1977.

*Source: Region of Peel/IBI Economic/Employment Supplement Study (August 1976).

2. Establishment Characteristics

a) Size - As indicated above, 2902 establishments (including schools and other institutions, business firms and government offices) were identified as being in operation in Mississauga in 1977. Table I shows the number of service establishments located in each Traffic Zone, based on the 2774 establishments for which employment information was obtained. The average number of employees per service establishment, overall, was 12.

Table III shows the average size of operation for each service group. The largest employment concentrations occurred in Public Administration (83 employees per operation) and Education Services (36 employees per operation).

b) Distribution by Service Sector - Table III also shows the breakdown of service establishments in comparison with the breakdown of service employment by service category. For example, Retail Trade, which accounted for the largest number of operations (40% of the total) employed 29% of the total service work force. Education Services employed 16% of the total service work force, but represented only 6% of the total service establishments.

ONGOING WORK PROGRAM:

Currently, regional planning staff are processing the results of a comprehensive survey of industrial and service employment in the City of Brampton in 1977. It is expected that a report will be completed by 1978 07 01. In addition, we are updating the 1976 industrial employment survey for the City of Mississauga so as to provide a comprehensive picture of employment in Mississauga in 1977. It is expected that a report will be completed by 1978 09 01. As a result, an excellent inventory of economic and employment activity will be available for Peel Region providing a good basis for analysis of present economic conditions, projection of economic development potential and monitoring of the economic objectives and policies outlined in municipal and regional planning documents.

TABLE I
DISTRIBUTION OF SERVICE EMPLOYMENT IN THE CITY OF MISSISSAUGA, 1977

TRAFFIC ZONE #	NUMBER OF ESTABLISHMENTS (N)	REPORTED NUMBER OF EMPLOYEES (TE)	AVERAGE NUMBER OF EMPLOYEES/ESTABLISHMENT TE/N
39	18	233	13
40	95	526	6
41	55	456	8
42	276	1 619	6
44	54	981	18
45	50	494	10
46	37	266	7
47	4	27	7
48	52	550	11
49	114	1 373	12
50	49	1 324	27
51	104	1 078	10
52	14	1 470	105
53	18	158	9
54	56	418	8
55	16	255	16
56	11	206	19
57	86	1 252	15
58	40	308	8
59	40	316	8
60	55	559	10
61	57	563	10
62	49	569	12
63	5	535	107
64	91	1 279	14
65	2	174	87
66	51	413	8
67	109	738	7
68	8	137	17
69	89	1 368	15
70	54	896	17
71	14	156	11
72	7	194	28
73	7	98	14
74	67	700	10
75	71	602	8
79	183	5 036	28
80	6	27	4
81	3	10	3
82	34	479	14
88	2	9	4
89	4	24	6
93	2	14	7
96	4	64	16
97	7	102	15
98	15	311	21
100	46	500	11
101	25	334	13
103	8	42	8
104	6	83	14
105	2	8	4
107	108	1 146	11
110	51	798	16
111	5	142	28
112	133	1 549	12
113	3	20	7
115	129	956	7
117	17	272	16
118	37	204	6
119	10	83	8
Other*	9	39	4
TOTAL	2 774	34 542	12

*The following traffic zones reported one service establishment: 34, 36, 78, 84, 95, 106, 108, 109 and 122. The results of these zones have been aggregated to preserve the confidential nature of the survey.

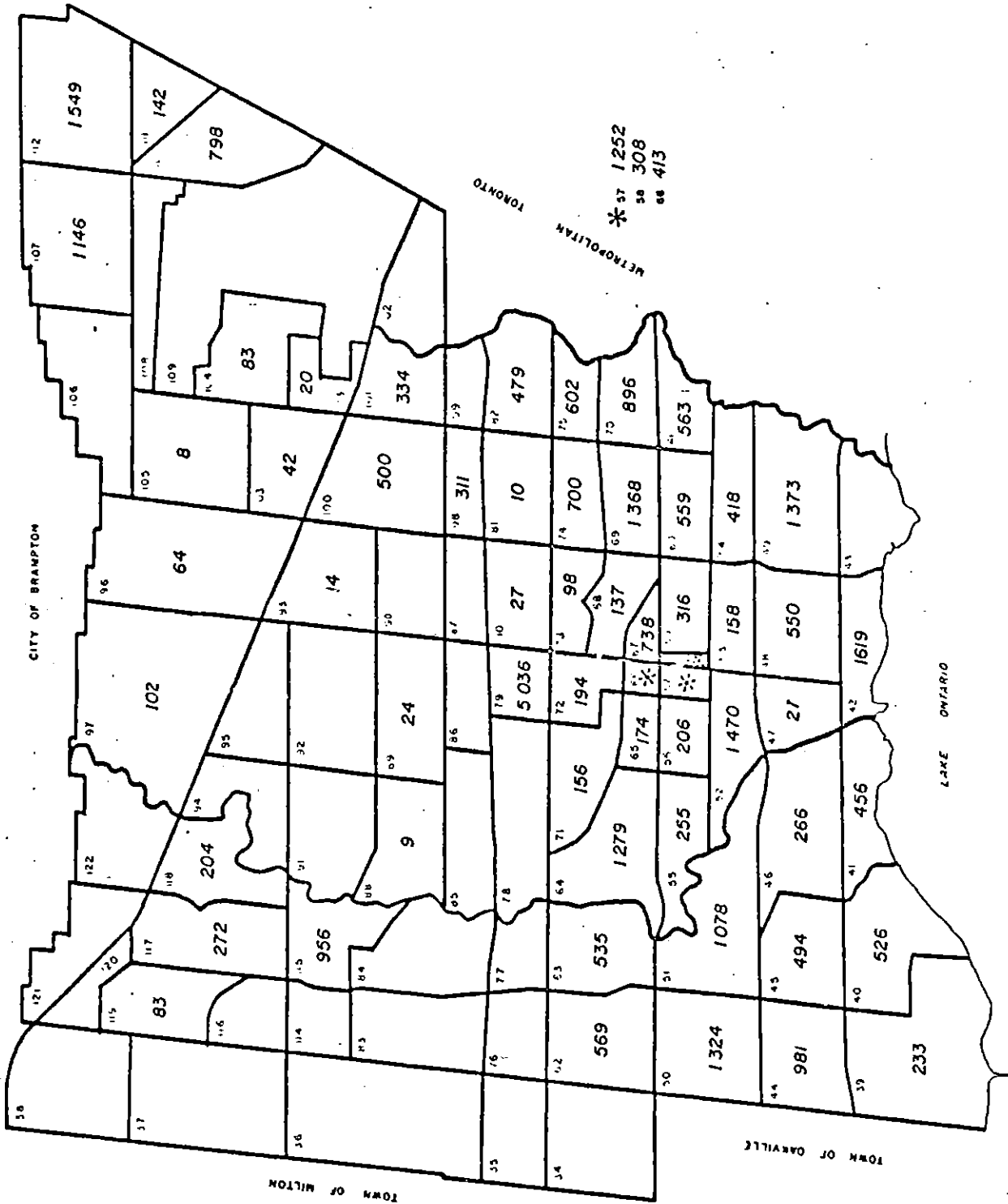


TABLE II A

SERVICE WORK FORCE* COMPOSITION BY TYPE OF WORK - CITY OF MISSISSAUGA, 1977.

SERVICE SECTOR	TYPE OF WORK: MANAGERIAL AND CLERICAL WORKERS	SALES AND SERVICE WORKERS	PROFESSIONAL AND TECHNICAL WORKERS	ALL WORKERS
RETAIL TRADE	10	88	2	100
FINANCIAL SERVICES	60	38	2	100
OTHER BUSINESS SERVICES	39	20	41	100
PERSONAL SERVICES	11	86	3	100
EDUCATION SERVICES	17	14	69	100
HEALTH SERVICES	21	28	51	100
OTHER COMMUNITY SERVICES	14	69	17	100
PUBLIC ADMINISTRATION	23	63	14	100
ALL ESTABLISHMENTS	21	56	23	100

*Includes full-time and part-time workers.

TABLE IIB
 FULL-TIME SERVICE WORK FORCE COMPOSITION BY TYPE OF WORK - CITY OF MISSISSAUGA, 1977.

SERVICE SECTOR	TYPE OF WORK: MANAGERIAL AND CLERICAL WORKERS	SALES AND SERVICE WORKERS	PROFESSIONAL AND TECHNICAL WORKERS	ALL WORKERS
RETAIL TRADE				
- male	15	82	3	100
- female	20	76	4	100
- total	17	76	7	100
FINANCIAL SERVICES				
- male	33	65	2	100
- female	76	22	2	100
- total	57	40	3	100
OTHER BUSINESS SERVICES				
- male	25	23	52	100
- female	71	7	22	100
- total	39	18	43	100
PERSONAL SERVICES				
- male	16	79	5	100
- female	16	81	3	100
- total	16	80	4	100
EDUCATION SERVICES				
- male	3	17	80	100
- female	18	11	71	100
- total	11	14	75	100
HEALTH SERVICES				
- male	5	16	79	100
- female	25	27	48	100
- total	21	25	54	100
OTHER COMMUNITY SERVICES				
- male	16	43	41	100
- female	36	47	17	100
- total	23	44	33	100
PUBLIC ADMINISTRATION				
- male	18	55	27	100
- female	70	21	9	100
- total	35	44	21	100
ALL ESTABLISHMENTS				
- male	17	53	30	100
- female	36	36	28	100
- total	25	45	30	100

TABLE II C

PART-TIME SERVICE WORK FORCE COMPOSITION BY TYPE OF WORK - CITY OF MISSISSAUGA, 1977.

SERVICE SECTOR	TYPE OF WORK: MANAGERIAL AND CLERICAL WORKERS	SALES AND SERVICE WORKERS	PROFESSIONAL AND TECHNICAL WORKERS	ALL WORKERS
RETAIL TRADE	2	98	0	100
FINANCIAL SERVICES	77	23	0	100
OTHER BUSINESS SERVICES	27	44	29	100
PERSONAL SERVICES	2	97	1	100
EDUCATION SERVICES	53	18	29	100
HEALTH SERVICES	21	36	43	100
OTHER COMMUNITY SERVICES	7	87	6	100
PUBLIC ADMINISTRATION	1	98	1	100
ALL ESTABLISHMENTS	11	83	6	100

TABLE IID
 FULL-TIME SERVICE WORK FORCE COMPOSITION BY SEX - CITY OF MISSISSAUGA, 1977

SERVICE SECTOR	TYPE OF WORK: MANAGERIAL AND CLERICAL WORKERS	SALES AND SERVICE WORKERS	PROFESSIONAL AND TECHNICAL WORKERS	ALL WORKERS
RETAIL TRADE				
- male	55	65	58	63
- female	45	35	42	37
- total	100	100	100	100
FINANCIAL SERVICES				
- male	26	70	38	44
- female	74	30	62	56
- total	100	100	100	100
OTHER BUSINESS SERVICES				
- male	45	88	85	69
- female	55	12	15	31
- total	100	100	100	100
PERSONAL SERVICES				
- male	58	56	72	57
- female	42	44	28	43
- total	100	100	100	100
EDUCATION SERVICES				
- male	13	53	46	43
- female	87	47	54	57
- total	100	100	100	100
HEALTH SERVICES				
- male	5	14	31	22
- female	95	86	69	78
- total	100	100	100	100
OTHER COMMUNITY SERVICES				
- male	48	66	24	68
- female	52	34	16	32
- total	100	100	100	100
PUBLIC ADMINISTRATION				
- male	34	84	86	67
- female	66	16	14	33
- total	100	100	100	100
ALL ESTABLISHMENTS				
- male	36	64	56	54
- female	64	36	44	46
- total	100	100	100	100

SERVICE WORK FORCE COMPOSITION BY TYPE OF WORKER - CITY OF MISSISSAUGA, 1977.

SERVICE SECTOR	TYPE OF WORK: MANAGERIAL AND CLERICAL WORKERS	SALES AND SERVICE WORKERS	PROFESSIONAL AND TECHNICAL WORKERS	ALL WORKERS
RETAIL TRADE				
- full time	92	51	93	56
- part time	8	49	7	44
- total	100	100	100	100
FINANCIAL SERVICES				
- full time	82	91	100	86
- part time	18	9	0	14
- total	100	100	100	100
OTHER BUSINESS SERVICES				
- full time	94	81	94	92
- part time	6	19	6	8
- total	100	100	100	100
PERSONAL SERVICES				
- full time	92	62	94	63
- part time	8	38	6	37
- total	100	100	100	100
EDUCATION SERVICES				
- full time	62	85	95	88
- part time	38	15	5	12
- total	100	100	100	100
HEALTH SERVICES				
- full time	73	65	77	73
- part time	27	35	23	27
- total	100	100	100	100
OTHER COMMUNITY SERVICES				
- full time	67	26	80	40
- part time	33	74	20	60
- total	100	100	100	100
PUBLIC ADMINISTRATION				
- full time	98	31	96	63
- part time	2	69	4	37
- total	100	100	100	100
ALL ESTABLISHMENTS				
- full time	85	59	92	70
- part time	15	41	8	30
- total	100	100	100	100

TABLE IIF

SERVICE WORK FORCE* COMPOSITION BY SERVICE SECTOR - CITY OF MISSISSAUGA, 1977

SERVICE SECTOR	TYPE OF WORK: MANAGERIAL AND CLERICAL WORKERS	SALES AND SERVICE WORKERS	PROFESSIONAL AND TECHNICAL WORKERS	ALL WORKERS
RETAIL TRADE	14	46	3	29
FINANCIAL SERVICES	26	6	1	9
OTHER BUSINESS SERVICES	19	4	19	11
PERSONAL SERVICES	8	21	2	14
EDUCATION SERVICES	13	4	50	16
HEALTH SERVICES	7	4	17	8
OTHER COMMUNITY SERVICES	2	4	2	3
PUBLIC ADMINISTRATION	11	11	6	10
ALL ESTABLISHMENTS	100	100	100	100

*Includes full-time and part-time workers.

TABLE IIG

FULL-TIME MALE WORK FORCE COMPOSITION BY SERVICE SECTOR - CITY OF MISSISSAUGA, 1977.

SERVICE SECTOR	TYPE OF WORK:			
	MANAGERIAL AND CLERICAL WORKERS	SALES AND SERVICE WORKERS	PROFESSIONAL AND TECHNICAL WORKERS	ALL WORKERS
RETAIL TRADE	24	42	2	28
FINANCIAL SERVICES	18	11	1	9
OTHER BUSINESS SERVICES	27	7	19	18
PERSONAL SERVICES	13	20	2	13
EDUCATION SERVICES	3	5	50	16
HEALTH SERVICES	1	1	17	3
OTHER COMMUNITY SERVICES	2	2	3	2
PUBLIC ADMINISTRATION	12	12	6	11
ALL ESTABLISHMENTS	100	100	100	100

TABLE IIH

FULL-TIME FEMALE WORK FORCE COMPOSITION BY SERVICE SECTOR - CITY OF MISSISSAUGA, 1977.

SERVICE SECTOR	TYPE OF WORK: MANAGERIAL AND CLERICAL WORKERS	SALES AND SERVICE WORKERS	PROFESSIONAL AND TECHNICAL WORKERS	ALL WORKERS
RETAIL TRADE	11	40	3	19
FINANCIAL SERVICES	29	8	1	14
OTHER BUSINESS SERVICES	18	2	7	9
PERSONAL SERVICES	5	26	1	12
EDUCATION SERVICES	13	8	63	25
HEALTH SERVICES	10	10	22	13
OTHER COMMUNITY SERVICES	1	2	1	1
PUBLIC ADMINISTRATION	13	4	2	7
ALL ESTABLISHMENTS	100	100	100	100

TABLE IIJ

PART-TIME WORK FORCE COMPOSITION BY SERVICE SECTOR - CITY OF MISSISSAUGA, 1977.

SERVICE SECTOR	TYPE OF WORK: MANAGERIAL AND CLERICAL WORKERS	SALES AND SERVICE WORKERS	PROFESSIONAL AND TECHNICAL WORKERS	ALL WORKERS
RETAIL TRADE	7	51	2	43
FINANCIAL SERVICES	31	1	0	4
OTHER BUSINESS SERVICES	7	2	13	3
PERSONAL SERVICES	4	20	1	17
EDUCATION SERVICES	31	1	29	6
HEALTH SERVICES	13	3	46	7
OTHER COMMUNITY SERVICES	5	7	6	7
PUBLIC ADMINISTRATION	2	15	3	13
ALL ESTABLISHMENTS	100	100	100	100

TABLE III

DISTRIBUTION OF SERVICE ESTABLISHMENTS BY SERVICE SECTOR - CITY OF MISSISSAUGA, 1977.

SERVICE SECTOR	% OF SERVICE ESTABLISHMENTS	% OF SERVICE WORKERS	AVERAGE NUMBER OF EMPLOYEES PER ESTABLISHMENT
RETAIL TRADE	40	29	9
FINANCIAL SERVICES	10	9	11
OTHER BUSINESS SERVICES	8	11	16
PERSONAL SERVICES	21	14	8
EDUCATION SERVICES	6	16	36
HEALTH SERVICES	9	8	10
OTHER COMMUNITY SERVICES	4	3	10
PUBLIC ADMINISTRATION	2	10	83
ALL ESTABLISHMENTS	100	100	12

SERVICE EMPLOYMENT IN THE
CITY OF MISSISSAUGA, 1977

APPENDIX A

SURVEY QUESTIONNAIRE
(Telephone Survey Form)

11

TELEPHONE STUDY

Hello! I am calling from the Planning Department of the City of Mississauga. We are doing a survey of employment in the City.

(May I speak to someone who can give me..) (Can you give me) some information about your line of business and how many people are employed?

(If you are transferred, repeat the first paragraph and the "can you give me" version of the second paragraph - then go on.)

Can you spare a few minutes to answer a number of questions? I can assure you that anything you tell us will remain confidential.

(If NO, ask if you can call back later. If you can't say thank you and hang up.)

(If YES, ask these questions:)

1. What is your line of business?
If sales - ask - what products do you sell?
Do you know your S.I.C. code?
2. How many people work here?
If possible we would like a breakdown of this total.
 - i) How many managerial or executive workers?
How many of these are men?
 - ii) How many clerical or office workers?
How many of these are men?
 - iii) How many sales or service workers?
How many of these are men?
 - iv) How many professional or technical workers?
How many of these are men?

Check all workers are included - if not, ask how many workers there are in other occupations.

3. How many part-time or seasonal workers are there? Are they managerial/executive, clerical/office, sales/service, professional/technical or other?
4. Do you operate any other locations in Mississauga?
5. If we need more information, may we contact you again?
(Get contact's name and position)

THANK YOU FOR YOUR ASSISTANCE.

(hang up)

SERVICE EMPLOYMENT IN THE
CITY OF MISSISSAUGA, 1977

APPENDIX B

ESTABLISHMENT SUMMARY SHEET



PLEASE PRINT

PREPARED BY	CATALOGUE NO	DATE PREPARED	Y	M	D
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NAME OF ESTABLISHMENT				
ADDRESS (STREET/P.O. BOX NO.)	(UNIT)	(MUNICIPALITY)	(POSTAL CODE)	
BUSINESS TELEPHONE NO.	NAME OF CONTACT	POSITION/TITLE		
PROPERTY OWNER				
ADDRESS (STREET/P.O. BOX NO.)	(UNIT)	(MUNICIPALITY)	(POSTAL CODE)	
ESTABLISHMENT HEAD OFFICE				
ADDRESS (STREET/P.O. BOX NO.)	(UNIT)	(MUNICIPALITY/CITY/TOWN)	(PROV.)	(POSTAL CODE)

PROPERTY ROLL NO.	01	
TENANCY	02	
UNIT CLASS	03	
PLANNING COMMUNITY DISTRICT	04	
PLANNING NEIGHBOURHOOD DISTRICT	05	
TRAFFIC ZONE NO.	06	
LAND USE ACTIVITY CODE	07	

EMPLOYMENT STATISTICS	TOTAL EMPLOYEES	11						
			A. MALE - FULL-TIME	B. FEMALE - FULL-TIME	C. TOTAL - FULL-TIME	D. PART-TIME SEASONAL		
	MANAGERIAL/EXEC.	12	13	14	15			
	CLERICAL/OFFICE	16	17	18	19			
	SALES/SERVICE	20	21	22	23			
	PROFESSIONAL/TECH	24	25	26	27			
	OTHER	28	29	30	31			

EMPLOYEE CHARACTERISTICS	NUMBER	41	42	43	
	% OF TOTAL	44	45	46	

STANDARD INDUSTRIAL CLASSIFICATION #	51	
PRINCIPAL ACTIVITY	SALES INFORMATION	

LAND USE	SITE AREA	61	
	FRONT	62	
	DEPTH	63	
	ACRES	64	
	HECTARES	65	

NUMBER OF PARKING SPACES	71			
GROSS FLOOR AREA	OFFICE FT ²	81	OFFICE M ²	82
	SALES FT ²	83	SALES M ²	84
	WAREHOUSE FT ²	85	WAREHOUSE M ²	86
	OTHER FT ²	87	OTHER M ²	88
	TOTAL FT ²	89	TOTAL M ²	90

SITE DENSITY	EMPL./ACRE	91	EMPL./HECTARE	92
BUILDING DENSITY	FT ² /EMPL.	93	M ² /EMPL.	94

FUTURE REQUIREMENTS A. PLANNING TO MOVE <input type="checkbox"/> FROM <input type="checkbox"/> BRAMPTON TO _____ <input type="checkbox"/> WITHIN <input type="checkbox"/> CALEDON <input type="checkbox"/> MISSISSAUGA		B. SPACE REQUIREMENTS 1. ADDITIONAL SITE ACRES _____ 2. ADDITIONAL FLOOR AREA _____
C. MANPOWER REQUIREMENTS		