

City of Mississauga
Corporate Report



<p>Date: June 25, 2024</p>	<p>Originator's files:</p>
<p>To: Chair and Members of Planning and Development Committee</p> <p>From: Andrew Whittemore, M.U.R.P., Commissioner of Planning & Building</p>	<p>Meeting date: June 25, 2024</p>

Subject

2023 Employment Survey and Businesses Profile Update

Recommendation

That the report dated June 5, 2024, from the Commissioner of Planning and Building titled "2023 Employment Survey and Business Profile Update", be received for information.

Executive Summary

- The 2023 Mississauga Employment Survey (2023 Survey) found there are approximately 496,000 jobs based in Mississauga, which represents an increase of 3% from 2022 and the number of operating businesses in Mississauga increased by 5%.
- Mississauga's employment areas and corporate centres continue to thrive, almost 70% of the city's jobs are in these areas.
- Larger businesses, generally located in Mississauga's Employment Areas, saw the most significant job growth over the last year.
- The 2023 Survey results reflect the City's business development efforts. The City's Economic Development Division continues to support business and employment growth within Mississauga. In 2023, 13% business investments were secured that will support up to 1,815 new or retained jobs. In addition, IDEA Mississauga supported the growth of 57 new or expanded small businesses and scaling companies, resulting on more than 250 jobs.

Background

Since 2001, the City of Mississauga has undertaken an annual Employment Survey between May and August. The survey involves extensive field verification, an on-line form and telephone

interviews. All types of businesses are included within the survey, except for home-based businesses.

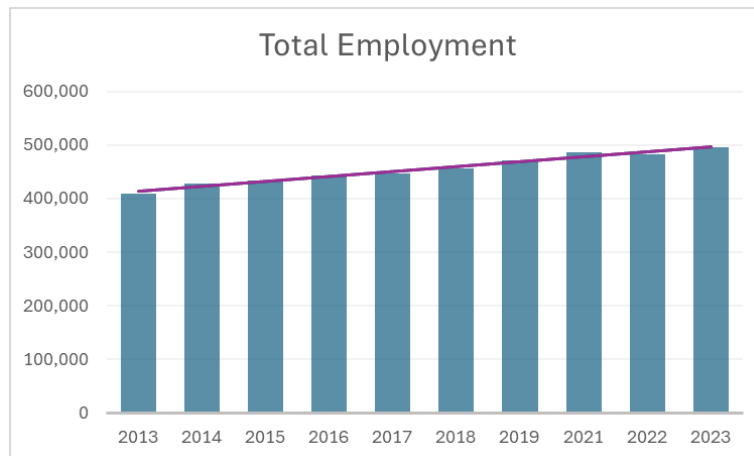
Due to onset of the COVID-19, the survey was not undertaken in 2020. Staff were able to proceed in the summer of 2021, however pandemic related restrictions presented challenges completing a comprehensive survey as the data collection was exclusively conducted over the phone and email. In 2022 and 2023, the surveys were back to the regular methods of data collection, with a large percentage of businesses reached by in-person visits.

Comments

The 2023 Survey results provide a comprehensive profile of the city's business community and its employees. The data collected helps monitor economic conditions and employment across the city and it is used to forecast and plan for the provision of infrastructure, services, and programs. It also helps tracking the COVID-19 recovering efforts and how the nature of our workplaces is changing.

Data presented within this report compares the latest 2023 results to information collected in 2022 and highlights key 10-year trends. The 2023 Survey results and data products have been published and are now live on the [City Planning Data Hub](#). Below are the highlights of the 2023 Survey:

The number of new jobs continue to rise



2022 to 2023

Employment



496,174

▲ 3%

Businesses



24,104

▲ 5%

- Since 2013, there has been a steady growth in the number of jobs in the city. The number of employees grew by 21% (or almost 87,000 jobs) between 2013 and 2023.

- A total of 496,174¹ jobs were recorded in 2023, representing a 3% increase from 2022 or approximately 14,000 jobs created (It is noted the employment survey does not include home-based businesses).
- The largest job increases between 2022-2023 were in the manufacturing; education; transportation; professional, scientific, and technical services; and health care sectors.
- Among the total jobs, approximately 346,000, or 70%, are full-time; this represents a 1% increase in full-time jobs year over year.
- In 2023, the number of businesses operating in the city increased by approximately 5% from 2022.
- A total of 24,104 businesses were operating in the city in 2023, versus 20,623 in 2013.

Mid and large businesses provide the largest share of jobs

- Mid-sized firms (i.e., between 20 and 300 employees) comprise 48% of the city's employment base (around 214,000 jobs).
- Large businesses (i.e., 300 and more employees) comprise 30% of the city's employment base (around 150,000 jobs).
- Small businesses (i.e., under 20 employees), although represent 60% of the number of businesses, comprise 16% of the city's employment base (around 82,000 jobs).

Job growth is concentrated in Employment Areas and Corporate Centres

- Mississauga businesses are generally clustered in the following areas (in descending order of jobs): employment areas, corporate centres, neighbourhoods, the downtown, and major and community nodes.
- More than two thirds of the city's jobs are in employment areas and corporate centers: 43% of the jobs are in traditional employment areas, while 25% are found in corporate centres (refer to Appendix 1 for the location of these areas).
- In terms of absolute numbers, job growth in 2022-23 was most pronounced in the employment areas (about 10,000 more jobs); of note: there was an 8% increase in the Northeast Employment Area (West) (~6,800 jobs), and a 6% increase in the Northeast Employment Area (East) (~1,200 jobs).
- Jobs reported in 2023 declined in the Airport and Gateway Corporate Centres; however, since the COVID-19 pandemic, there have been more restrictions accessing office buildings and therefore not all businesses in those areas were surveyed.

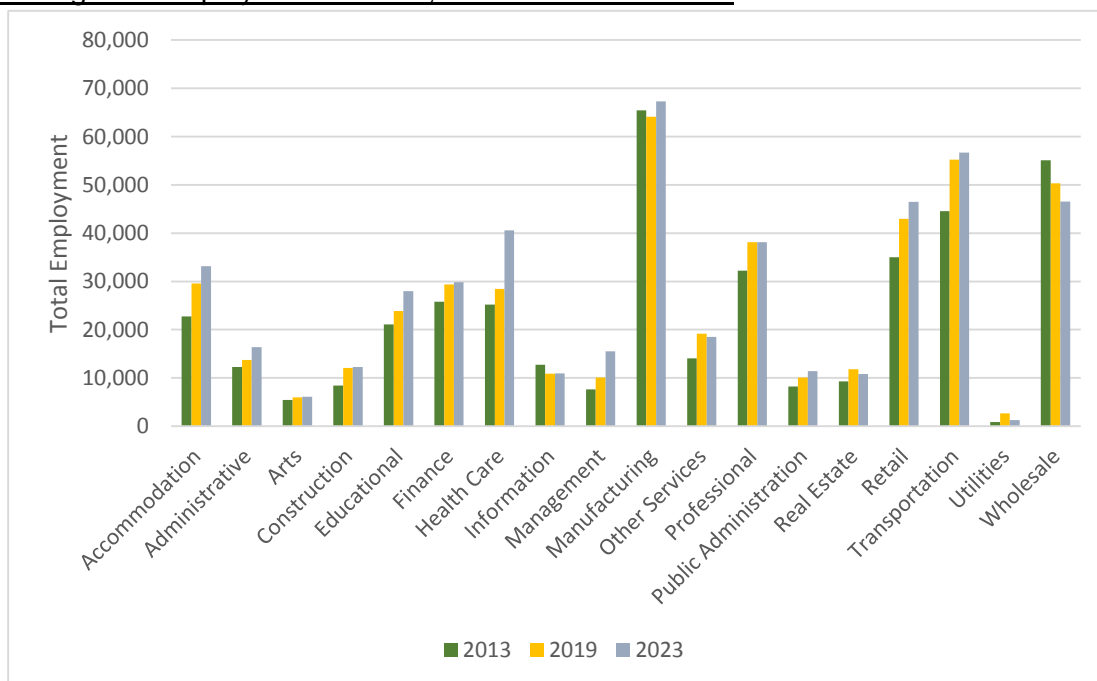
¹ Job figures are a result of what has been surveyed and what has been adjusted based on average employment per sector and per neighbourhood. For those businesses without employment data, adjusted employment of 50,375 was applied.

- Over the last decade, job growth has been most pronounced in the Northeast Employment Area (West) (adding ~12,300 jobs), followed by the Meadowvale Business Park Corporate Centre (~11,600 jobs), and Gateway Corporate Centre and Airport Special Purpose Area (adding ~7500 jobs, each).

Mississauga continues to support a diverse economy

- Mississauga's largest employment sectors are manufacturing (14% of employment), transportation and warehousing (11% of employment), and wholesale trade and retail (9% of employment, each).
- In the last 10 years, the health care sector has seen the largest increase in the number of employees, followed by the transportation; retail; accommodation; and professional, scientific, and technical services sectors. Conversely, the wholesale sector has seen a decrease in the number of employees between 2013 and 2023.
- The chart below shows the changes in Employment Sectors, between 2013 to 2023:

Changes in Employment Sectors, between 2013 to 2023



Employees of most businesses work on location

- In 2023, 49% of total operating businesses provided information on hybrid and remote work arrangements of their employees (compared to 27% responses in 2022):
 - Out of these businesses, 75% of their employees were working from the workplace, 8% of employees were working remotely while 17% were working on a hybrid work arrangement.
 - The finance, professional, and management sectors have the greatest number of employees working either remote or hybrid.

- The greatest proportions of remote and hybrid employment occurred in corporate centres (e.g., in office buildings) followed by special purpose areas.

Alignment with City's Economic Development Strategy

The results of the employment survey align with the Economic Development Division's strategic priority sectors including advanced manufacturing, life sciences, and technology. The City continues to support business and employment growth within Mississauga across all business sizes, from early-stage entrepreneurs to multinational corporations.

In 2023, the Economic Development Division secured thirteen business investments that will support up to 1,815 new and retained jobs in Mississauga. Notable among last year's investments was AstraZeneca's announcement of a new Research & Development Hub, which will focus on global clinical studies, and a new Alexion AstraZeneca Rare Disease Development Hub, which will focus on rare disease research. Together, these two investments will generate 500 new, highly skilled jobs within Mississauga.

IDEA Mississauga (located in Square One) continues the City's long-standing support for small businesses while expanding services in support of tech-oriented, early-stage entrepreneurs and scaling companies. IDEA Mississauga offers mentorship, advisory services and tailored programs, prioritizing access to under-represented populations. In its first year, the IDEA Mississauga team supported the start or expansion of 57 small businesses and the creation of more than 250 jobs, as well as onboarded fifteen resident companies at the Square One location.

Engagement and Consultation

The 2023 Employment Survey offered an opportunity for businesses to connect with the City. Specifically, through site visits, calls, and the online survey the Survey team was able to connect business owners with the City's Economic Development team and its resources. In the last couple of years, the Survey team has distributed a postcard referencing programs and initiatives offered by the City's Economic Development Division.

This year the team will continue to support this collaboration with a focus on connecting with Business Improvement Areas and with prioritizing those businesses that the team was unable to contact in 2023.

Financial Impact

There are no financial impacts resulting from the Recommendations in this report.

Conclusion

The 2023 Employment Survey results show jobs have grown by 3% in Mississauga between 2022 and 2023. Larger businesses, generally located in Mississauga's employment areas, saw the most significant job growth over the last year.

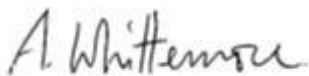
For more information on the City's 2023 Employment Survey, the following resources are available in the City's website:

- [2023 Employment Profile](#): Interactive storyboard with 10-year employment trends.
- [2023 Employment Dashboard](#): Dynamic dashboard supporting visualization of employment information by sectors and at a range of geographies.
- [2023 Business Directory](#): Public information on the City's business community (in Open Data).

Staff recently launched the 2024 Employment Survey and will continue to build an understanding of employment trends in the city. Staff will continue to examine the data to help understand the impacts of existing land use policies and economic development initiatives, as well as the recovery from the COVID-19 pandemic. This data will also be used to inform future efforts of updating the City's employment policies to conform to any changes to the provincial planning framework (e.g., Planning Act and the potential new Provincial Policy Statement).

Attachments

Appendix 1: Location of Employment Areas and Corporate Centres



Andrew Whitemore, M.U.R.P., Commissioner of Planning & Building

Prepared by: Eniber Cabrera, MA, RPP, Supervisor, Data Services and Initiatives