

Business and Employer Data Survey Project 2021

Economic and Creative Development

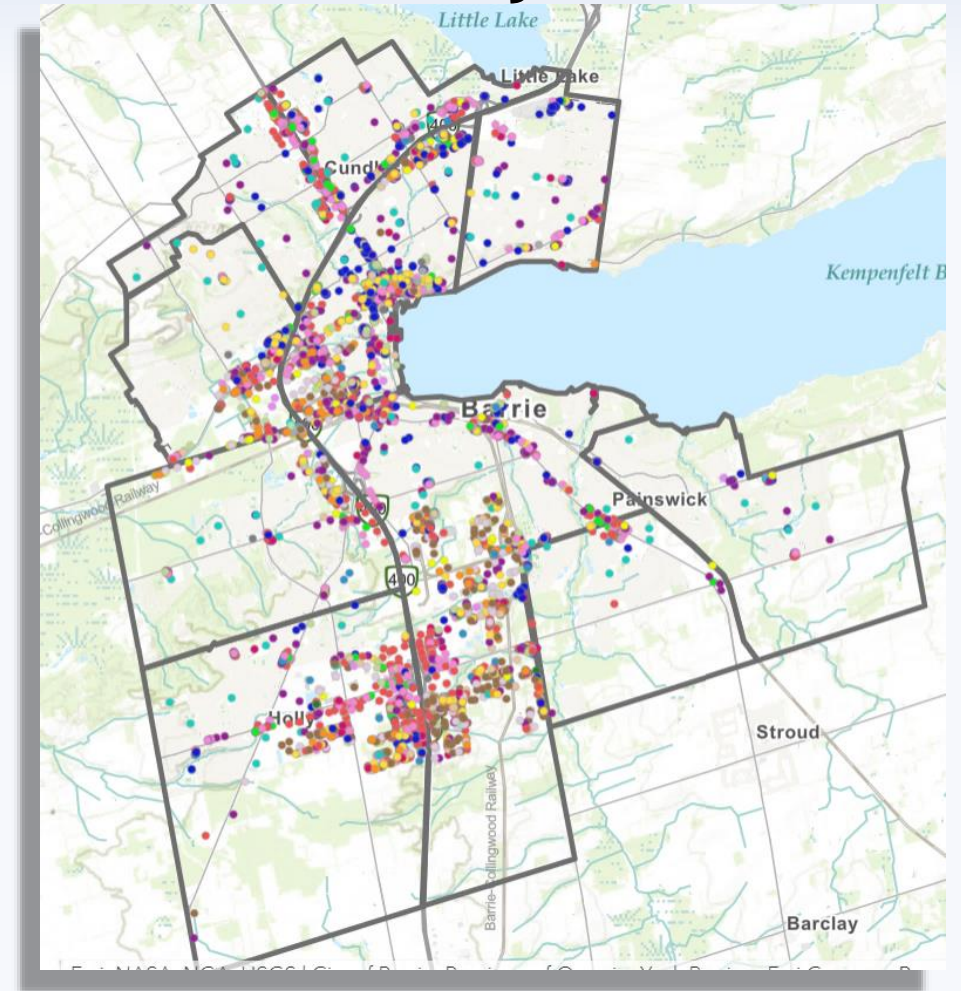
Presented by: Nora Gavarre

City Building Committee

April 12th, 2022

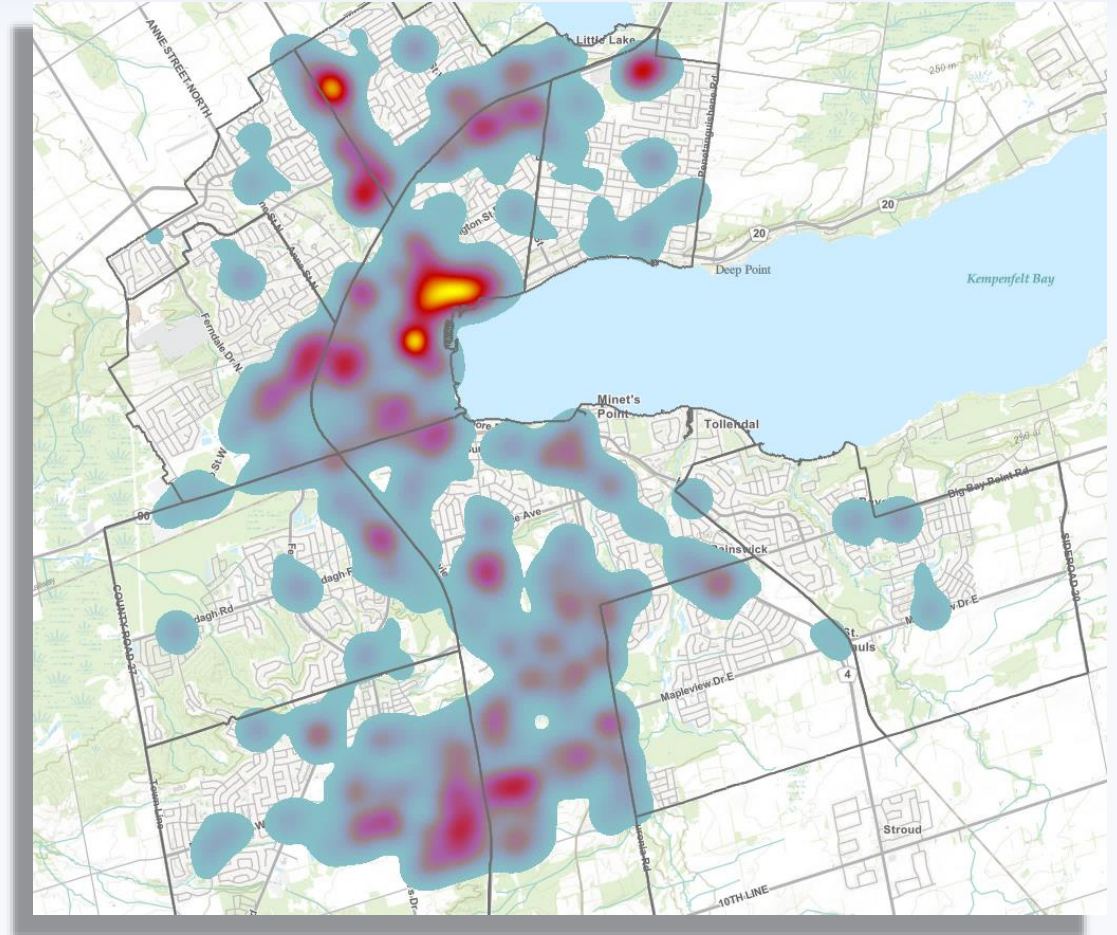
What is Business & Employer Data Survey?

- It is a detailed survey of all businesses within the employment and commercial areas of the City of Barrie.
- The survey is conducted by a team of 5 summer staff visiting businesses and organizations to gather key business and employment information.
- The purpose is to provide City staff with a comprehensive data set of businesses and sectors in Barrie.



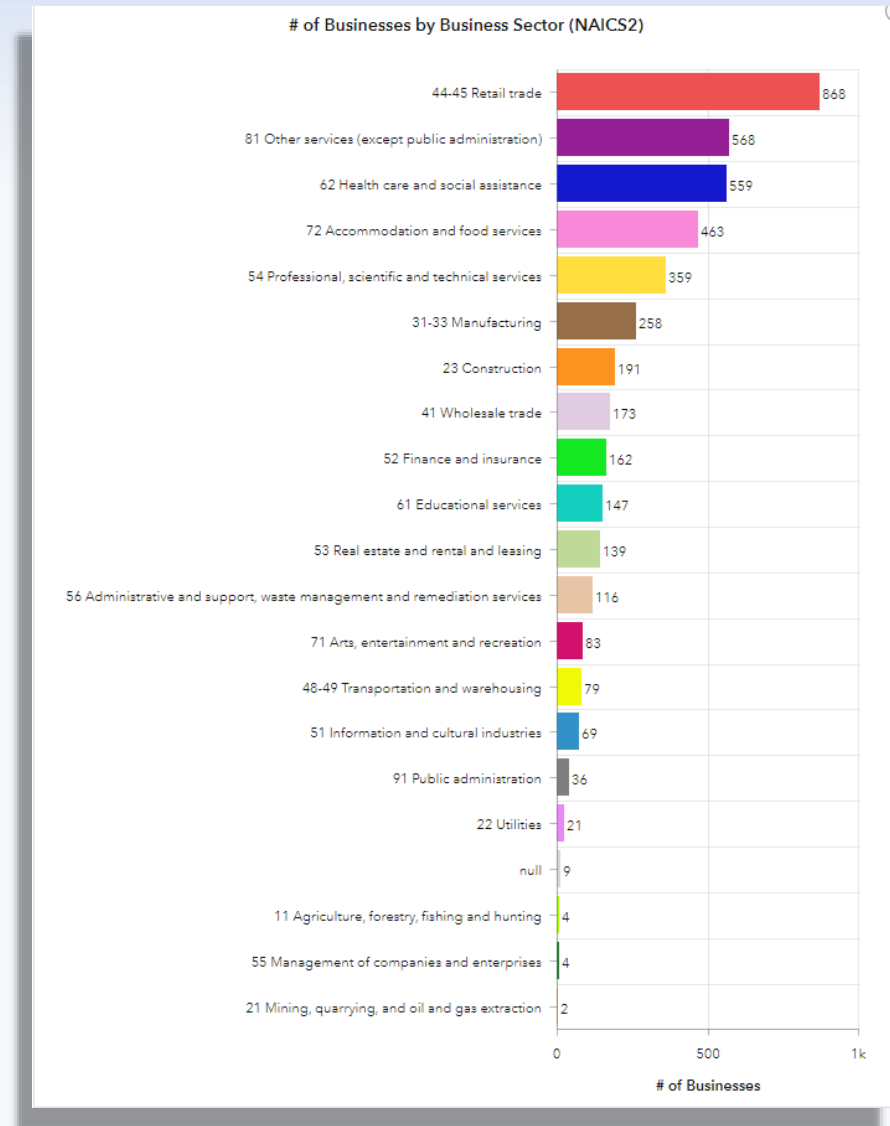
What is the Survey Area?

- Students visited businesses and organizations in employment and commercial areas across Barrie
- Over 4,300 were visited with a 72% response rate
- Home based businesses were not surveyed (they can self-identify through online survey platform)



Why is the Business Data Survey Important?

- Provides the City of Barrie with robust and current data to support future decision making and gives valuable insights on the economic landscape and economic trends of this City.
- Many municipalities across Ontario conduct Business Data Surveys and use the information across their organizations.
- While other private directory services exist along with certain statistics and information from other data sources, this data can be dated, sector/business-size specific, or at too high of a level and not to the level and timeliness that the Business Data Survey provides



What is the Data collected & Reported?

Data Collected	Reported
NAICS Code of the Business	Information that is public in nature has been shared through the GIS Experience Builder platform. Employment and other private data are reported in aggregate format or withheld from the public platform.
Business Name, Address and Key Contact Information	
Number of Full-time, Part-time & Seasonal Employees	
How many years the business has been in the location and if it is a head office?	
Does the business manufacture at the location and/or export internationally?	

Business Data Survey Technology

- All data was collected using ArcGIS Field Maps. By using GIS, business data can be combined with other existing data
- The 2021 Business Data Survey is available publicly using the platform called “Experience Builder”
- Full Business Directory is available through GIS Open Data



Published Data Highlights



Business Data Directory

Barrie Business Data
Directory
Sectors
Sector Search
Statistics
About

Welcome to the City of Barrie's interactive Business Data Directory

4,310 Businesses
In Employment and Commercial Locations

Search Our Business Directory

Employees:

35,860 Full Time

15,398 Part Time

Explore Sectors

Based upon 72% response rate. See About Page

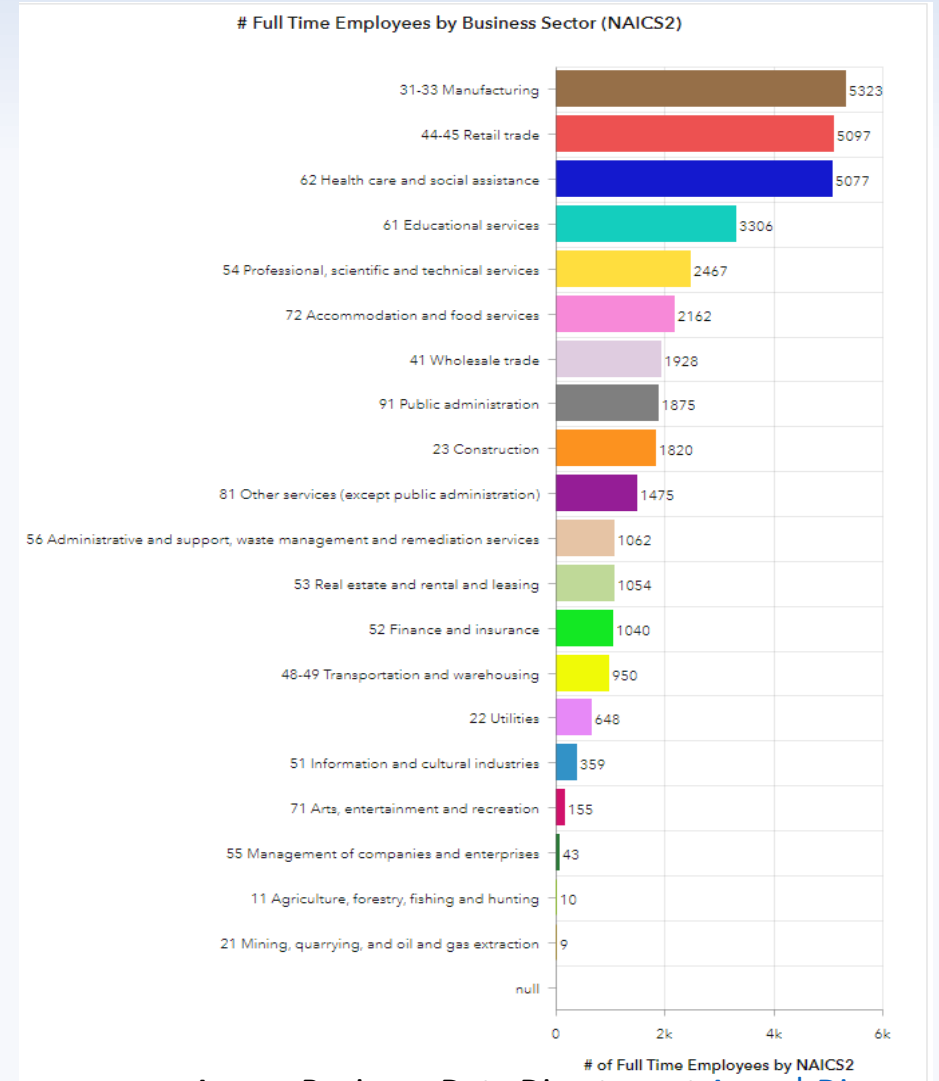
303 Businesses That Manufacture

Search All Sectors

205 Exporting Businesses

More Statistics

Data and interactive dashboards are best viewed on full sized monitor due to the nature of the data and resolution. Site content will not work on mobile devices with a small screen. Browse a comprehensive directory of current Barrie businesses and explore the interactive dashboards to learn about key sectors and employment in Barrie .



of Full Time Employees = 35,860
Average # of Full Time Employees per Business = 8.3

of Part Time Employees = 15,398
Average # of Part Time Employees per Business = 3.6

Top 10 Employers by Full Time Employment by Location

Royal Victoria Hospital - RVH 622310 Specialty (except psychiatric and substance abuse) hospitals
Georgian College 611210 Community colleges and C.E.G.E.P.s
Southmedic Inc- Alliance Blvd & Bell Farm Rd 339110 Medical equipment and supplies manufacturing
Empower Simcoe 624190 Other individual and family services
Napoleon 331210 Iron and steel pipes and tubes manufacturing from purchased steel
Walmart Supercentre SmartCentres Barrie South 445110 Supermarkets and other grocery (except convenience) stores
Barrie City Hall 913910 Other local, municipal and regional public administration
CSR Cosmetic Solutions 325620 Toilet preparation manufacturing
Hydro One Networks Serjeant Dr 221111 Hydro-electric power generation
North Simcoe Muskoka Local Health Integration Network 911910 Other federal government public administration

Top 10 Employers by Part Time Employees by Location

Royal Victoria Hospital - RVH 622310 Specialty (except psychiatric and substance abuse) hospitals
Georgian College 611210 Community colleges and C.E.G.E.P.s
Simcoe Muskoka Catholic District School Board 611 Educational services
Walmart Supercentre - Bayfield St. 445110 Supermarkets and other grocery (except convenience) stores
Walmart Supercentre SmartCentres Barrie South 445110 Supermarkets and other grocery (except convenience) stores
Zehrs-North Barrie Crossing 445110 Supermarkets and other grocery (except convenience) stores
Zehrs - Bryne Dr & Essa Rd 445110 Supermarkets and other grocery (except convenience) stores
Costco 452910 Warehouse clubs
Loblaws Bayfield St. 445110 Supermarkets and other grocery (except convenience) stores
Zehrs- Yonge & Big Bay Point 445110 Supermarkets and other grocery (except convenience) stores

of Businesses
4,310

Business with Head Office in Barrie
380

Businesses That Export Internationally
205

Businesses That Manufacture
303

Access Business Data Directory at [Apps](#) | [Discover Barrie](#)

2022 Employer Data Survey Program

- Staff are currently preparing for the 2022 Business Data Survey
- Year-over-year data is critical to develop trending and employment changes
- Currently recruiting a team of 5 summer students to complete the survey work from May-August
- Continue to seek funding support through the Canada Summer Job Grant


Barrie's Business Data Survey


The City is conducting a **Business Data Survey** to gather employment statistics, build a stronger local economy and support local businesses.


As a Barrie business, you may be contacted in person or over the phone by a City employee asking for participation in the survey.

How will the data be used?

- Monitor industry trends and levels of employment;
- Inform other City initiatives: infrastructure, servicing requirements and transit planning;
- Develop a directory of all local businesses.

 **What about confidentiality?**
Sensitive data will only be used internally and kept confidential.

 You can also self-supply your data online at buildingbarrie.ca/BusinessDataSurvey

 If you have already participated, thank you!

Learn more at investbarrie.ca/data/business-data-survey