



ECONOMIC AND CREATIVE DEVELOPMENT MEMORANDUM

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TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: C. POLLARD, BUSINESS DEVELOPMENT OFFICER, EXT. 4619

NOTED: D. BROOKE-BISSCHOP, MANAGER OF BUSINESS DEVELOPMENT
S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT
B. ARANIYASUNDARAN, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: CITY OF BARRIE BUSINESS AND EMPLOYER DATA SURVEY 2022

DATE: APRIL 19, 2023

The purpose of this Memorandum is to provide members of Council with information regarding the City of Barrie's annual Business & Employer Data Survey that is conducted by Invest Barrie; the City's Economic and Creative Development Department. The second year of the Business & Employer Data Survey was conducted from May through August of 2022. The goal of the survey is to collect up to date business data and create a comprehensive list of all Barrie businesses operating in the City's employment and commercial areas that can be broken down by industry.

Many municipalities across Ontario conduct annual Business Data Surveys to monitor economic trends, create a detailed listing of businesses and utilize the data to inform internal policy and decision making. While the City is able to access certain statistics and information from other sources, the data is often dated, or at too high a level to provide detailed information for the City's needs. The collection of the City's own data strengthens the quality of the information available to the organization and gives both internal and external stakeholders a broad overview of the business and employment landscape of the city.

Having started the Business & Employer Data Survey in 2021, the City now has two years of data available and is establishing a solid foundation to collect quality data pertaining to the economic landscape of Barrie moving forward. Economic and Creative Development are preparing to conduct the survey again in the summer of 2023. This data will allow the City to review and compare the make-up of Barrie businesses, industry sectors and monitor employment growth trends from year to year.

The data for 2022 is now available publicly in an aggregate form. Appendix 'A' to this memorandum provides a summary of findings and is also available on the Invest Barrie website at investbarrie.ca. Data can be further explored on the City's Discover Barrie Portal by using the directory, navigating the comprehensive list of Barrie business sectors, viewing sectors by location and employment numbers, and through additional general statistics. A fully downloadable business directory is available through the Discover Barrie online portal.

The 2022 survey had a response rate of 75%, with the data collection students speaking with 4,405 businesses. Reporting businesses generated a total of 59,409 jobs – a 9% increase vs. 2021. Results showed that 438 businesses self-reported manufacturing on site and 179 indicated that they are exporting from their location. Among the top sectors that make up the greatest number of jobs in the City of Barrie include manufacturing, health care and social assistance, educational services, retail trade, accommodation, and food service. Approximately 80% of businesses surveyed have less than 20 employees.

APPENDIX 'A'



2022

**Business & Employer
Data Survey Final Report**

invest**barrie**

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Business & Employer Data Survey Overview

The Business & Employer Data Survey is an annual survey conducted by the City of Barrie's Economic and Creative Development Department, Invest Barrie. The results of the survey shed light on the type of employment, number of employees, and overall characteristics of the businesses and employers in Barrie.

The survey is conducted across the employment and commercial areas of the city and the survey results are used internally as a tool to inform policy and decision making. Externally, this information provides the community with a comprehensive online business directory that can be used to gather valuable insights into Barrie's economic landscape.

Message from the Economic and Creative Development Department

Each summer, Invest Barrie brings on board a group of students to conduct the Business and Employer Data Survey. These students meet with hundreds of local businesses from May to August.

Thank you to all businesses who participate in the survey as well as those who welcome further engagement with the students. Your kind reception enhances student experiences and helps Invest Barrie to monitor economic trends, support business retention and expansion, forecast infrastructure needs, and assist with transportation planning.

We invite you to read this report and learn more about employment within Barrie and to visit [InvestBarrie.ca](https://investbarrie.ca) to access further statistics.

Methodology

The 2022 Business & Employer Data survey was a comprehensive city-wide survey of all businesses (excluding home-based businesses). All data collected is aggregated for reporting purposes.

Businesses were primarily contacted through door-to-door interviews between May and August of 2022. Surveyors used a GIS-based application called ArcGIS Field Maps to collect the business information. All businesses were directly contacted and details about the business were confirmed and entered in the system. Where records showed a business that was no longer at an address, records were removed or updated with the new location. When business locations report a new business to be open soon, the information is updated accordingly.

For businesses unable or unwilling to conduct an in person interview, the option was given to either have a surveyor call them at a mutually convenient time or to provide them with the online survey that could be completed when convenient. For businesses that declined to participate or could not be contacted either in person or by telephone during regular office hours, only publicly available data found through online research was updated.

Data Collected

Primary data such as employment numbers, on-site manufacturing, transit issues, head office, exporting internationally from the location, work from home status, and contact information is collected through door-to-door interviews, phone calls, and online surveys.

Secondary data such as addresses, NAICS codes and publicly available phone numbers are updated in the system through secondary research in Google, organizations' websites, and Statistics Canada NAICS classification.

Data collection methods included:

- Door-to-door interviews
- Online research and on-site verification
- Telephone interviews
- Electronic entries received via our online survey

Please refer to the appendix for the questionnaire and how the data collected is reported to the public.

North American Industrial Classification System (NAICS)

Businesses are classified by the North American Industrial Classification System (NAICS) 2017 version. It is a standard classification system used throughout Canada, the United States and Mexico.

Moving forward, the 2021 version of the NAICS will be implemented in both the data collection and analysis of this project.

Disclaimer

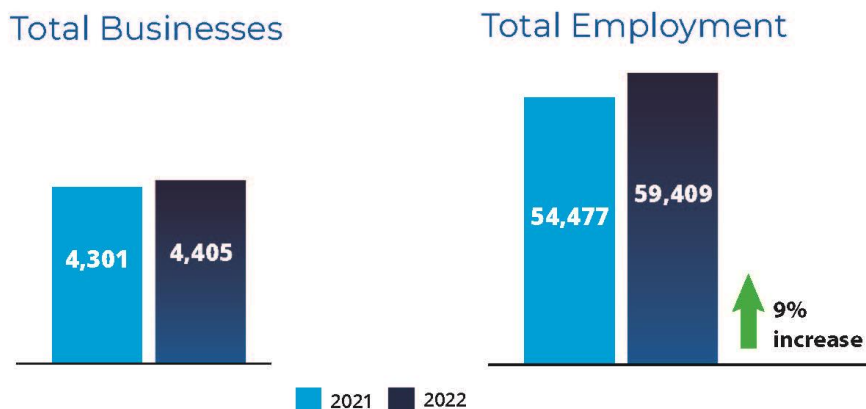
All numbers referenced in the report are the aggregation of the data collected in 2021 and 2022. 2021 reported numbers are based on 2,931 responses, which translates to a response rate of 68%. The 2022 reported numbers are based on 3,206 responses, which translates to a response rate of 75%.

This sample is a good representation of the total employment created by Barrie businesses across various sectors. However, the sample should not be considered an accurate depiction of the employment sizes by industry, but rather as a high-level comparison across the various sectors that are present in Barrie.

The data reported reflects the results based on the responses collected rather than an estimation of the local economy. Data is not carried over from the previous year. As a result of reporting on actual responses collected versus estimations, some sectors are overrepresented versus other sectors in the sample. To see the response rates by sector, please see the appendix to this report on page 16.

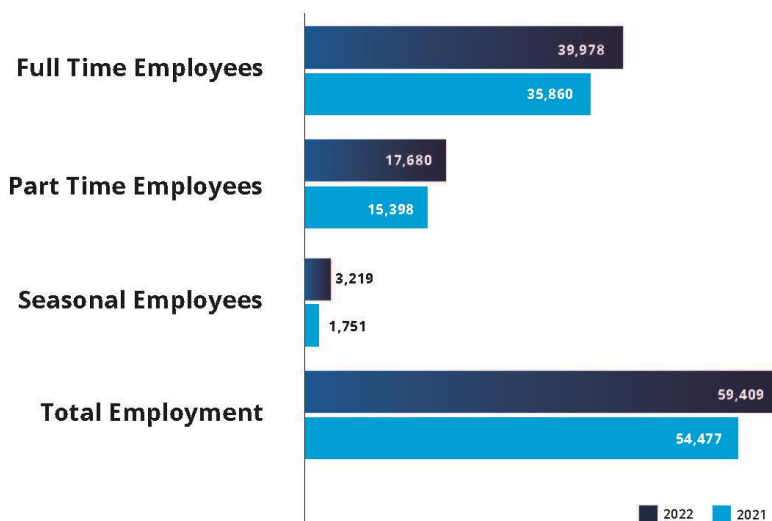
An interactive dashboard about the survey data can be accessed at [Business and Employer 2022 Public Directory \(arcgis.com\)](#). The data can also be downloaded from the open data portal at <https://opendata.barrie.ca/datasets/business-employer-directory-2022-public/explore>. Please refer to the appendix to understand the privacy terms of the data collected.

Summary of Findings



The Business & Employer Data Survey results show that there is 9.1% growth in total employment. This is a 11.5% increase in full time employees, a 14.8% increase in part time employees and 45% decrease in the number of seasonal employees.

Employment by Type



General Statistics (2022)

**Businesses manufacturing
on location (self reported)**



438

**Number of businesses
exporting**



179

**Locations reporting new
business coming soon**



36

**Decrease in the number
of vacant units from 2021**



67%

**Businesses that have
a work from home
policy in place**



461

239

**Number of
head offices**

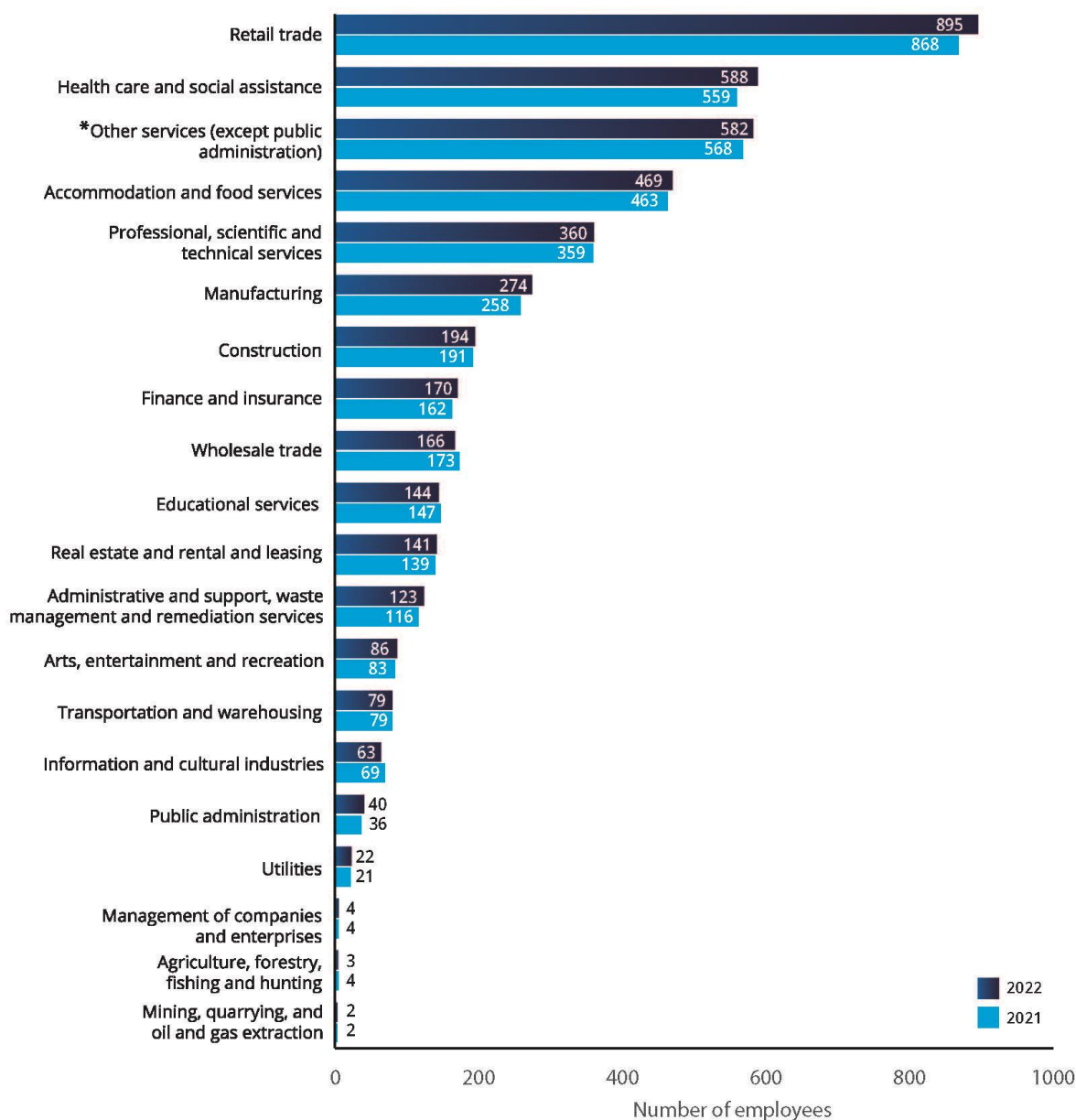


4,405

**business locations
identified in employment
and commercial areas of
the city**

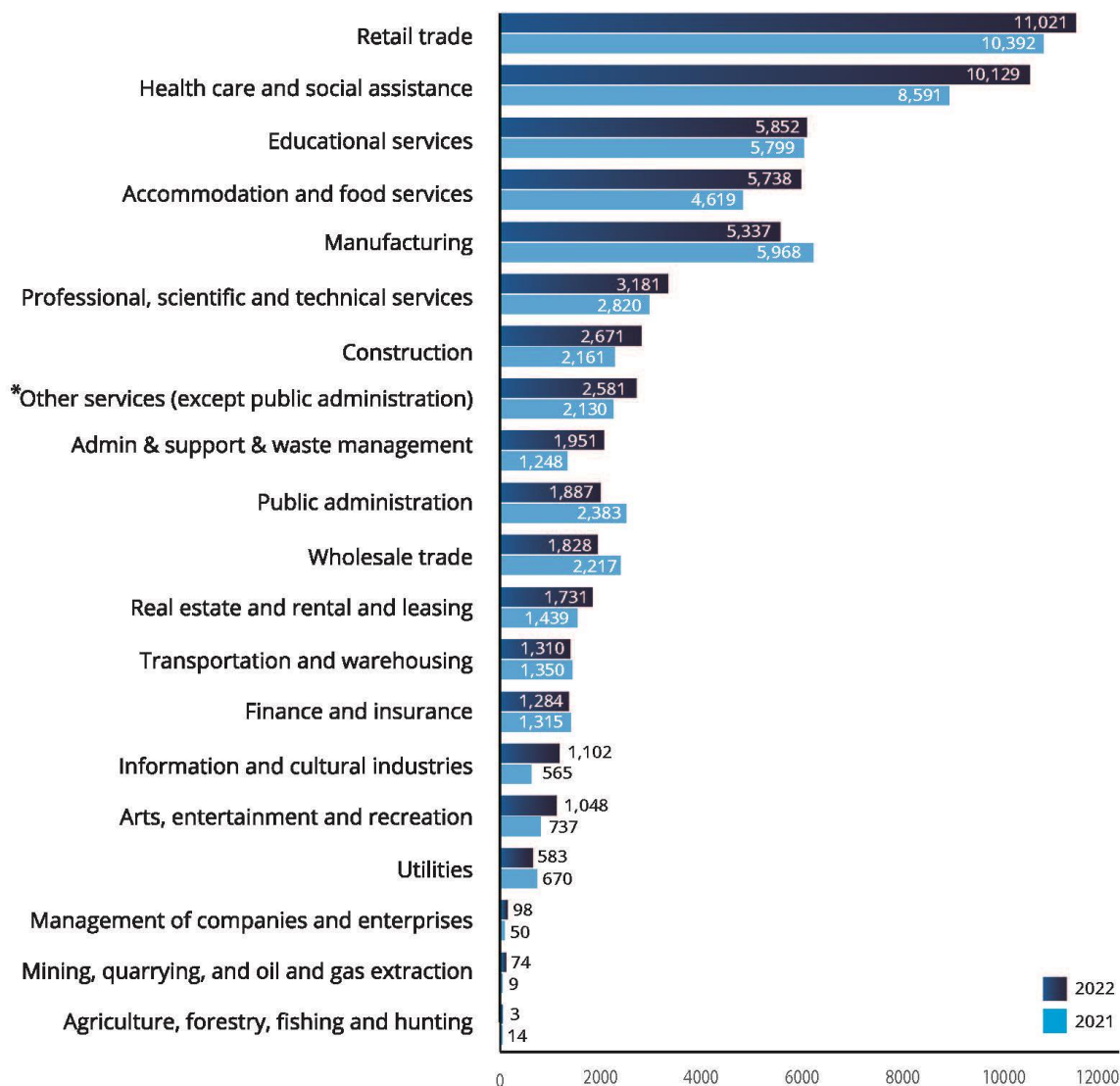


Businesses Reported by Industry



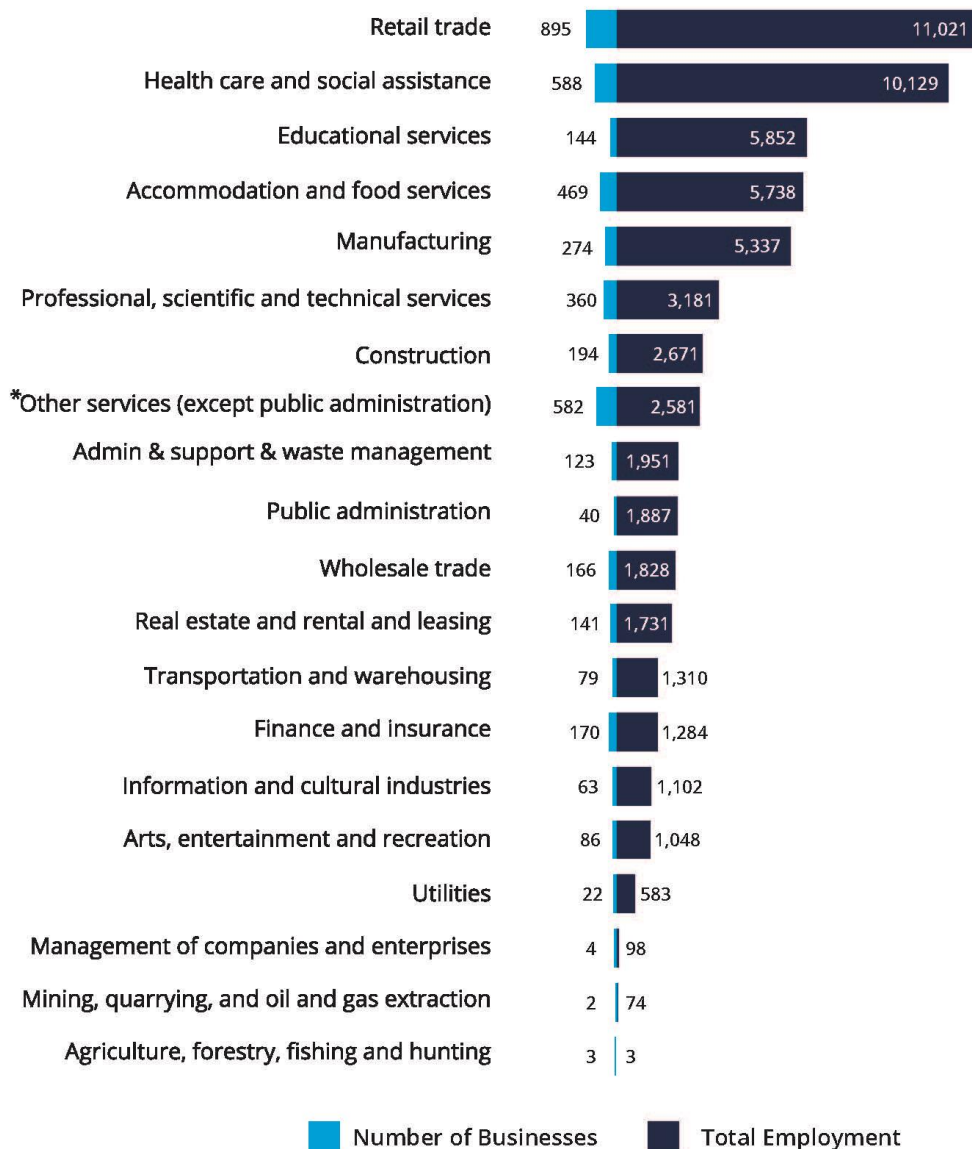
***Other Services** This sector includes vehicle/machinery/equipment repair; personal care, funeral, laundry, pet care and photo finishing services; organizing and promoting religious activities; grant-making, advocating (promoting) various social and political causes.

Total Employment by Industry



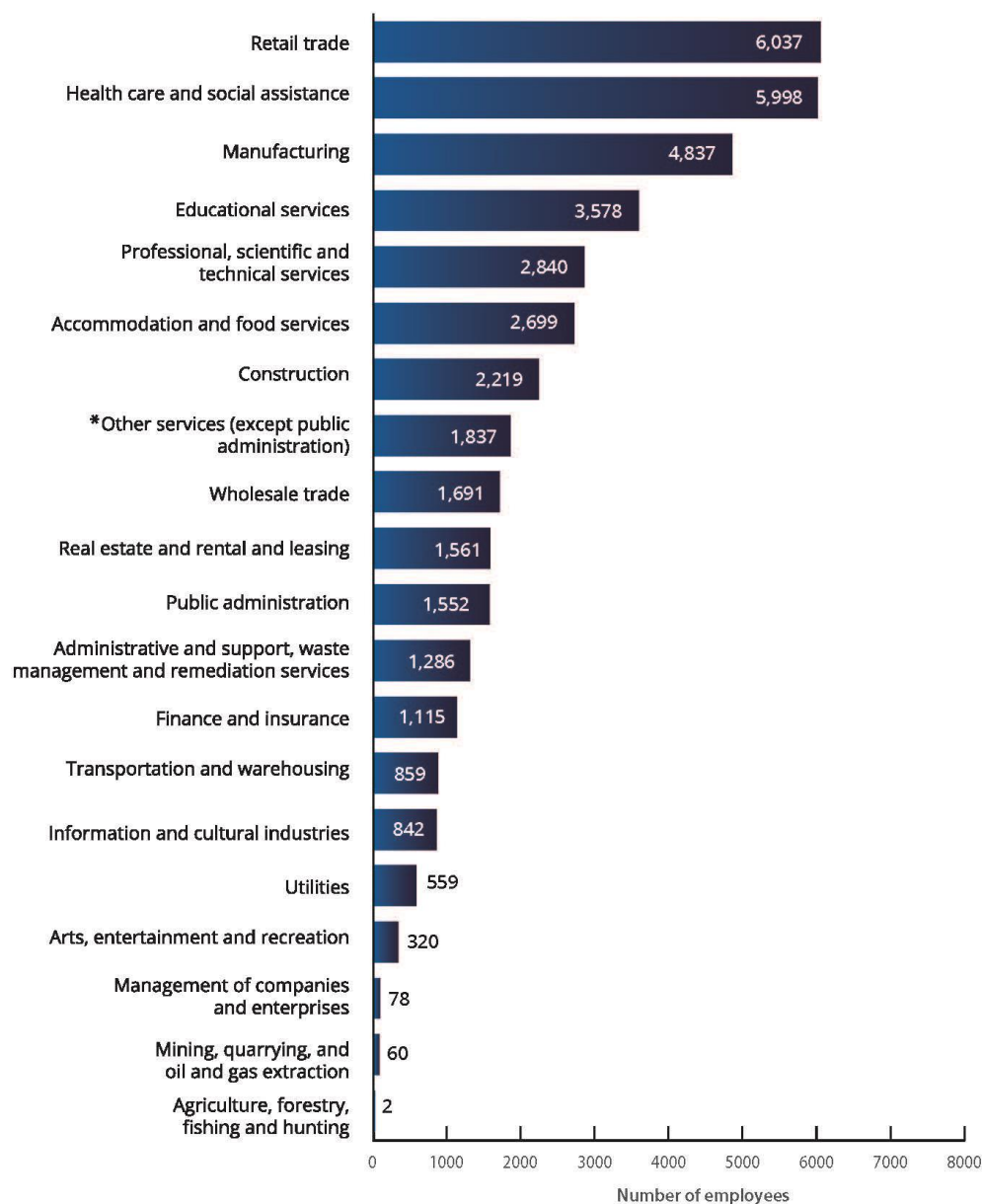
***Other Services** This sector includes vehicle/machinery/equipment repair; personal care, funeral, laundry, pet care and photo finishing services; organizing and promoting religious activities; grant-making, advocating (promoting) various social and political causes.

Establishments and Total Employment by Industry (2022)



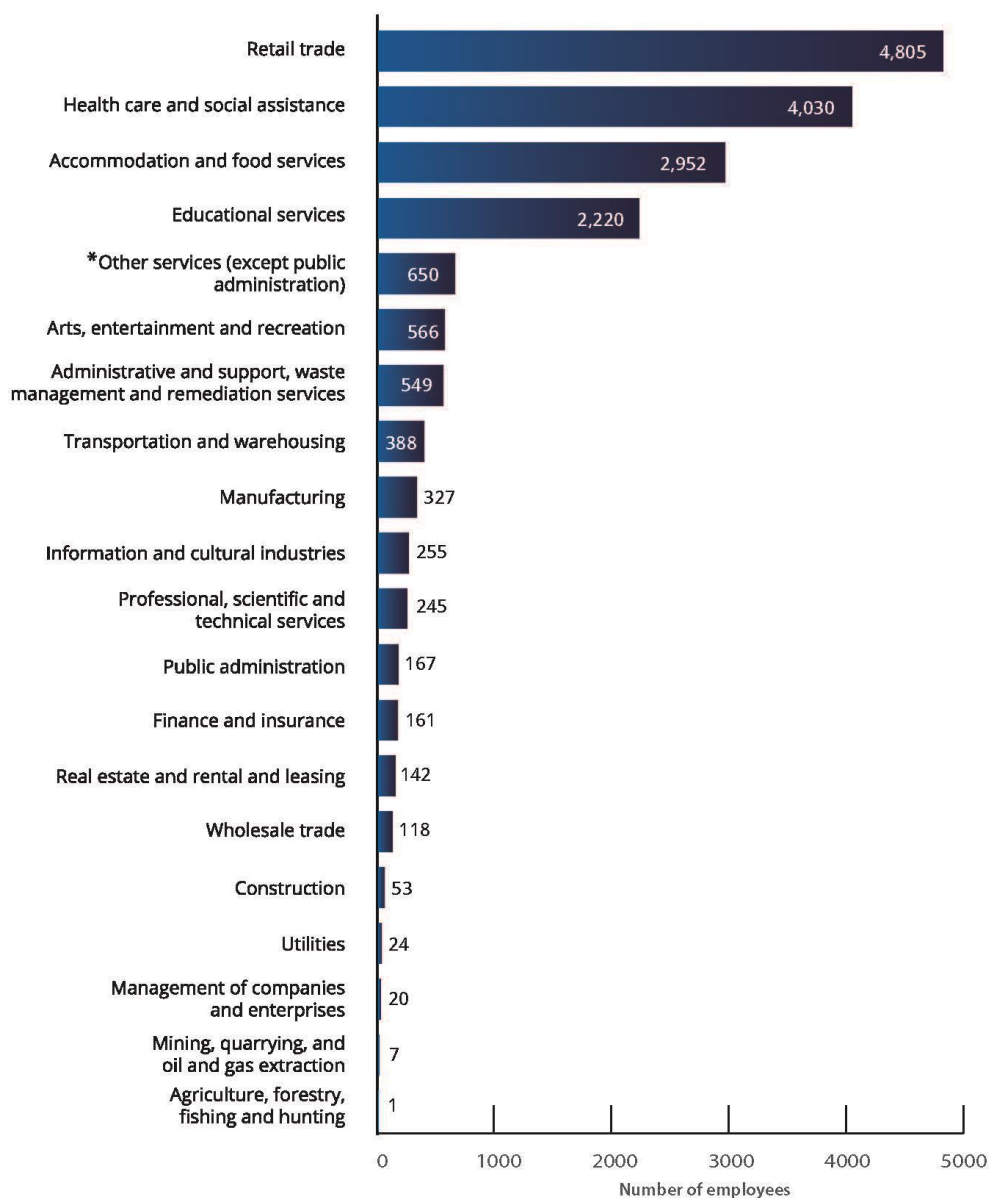
***Other Services** This sector includes vehicle/machinery/equipment repair; personal care, funeral, laundry, pet care and photo finishing services; organizing and promoting religious activities; grant-making, advocating (promoting) various social and political causes.

Full Time Employment by Industry (2022)



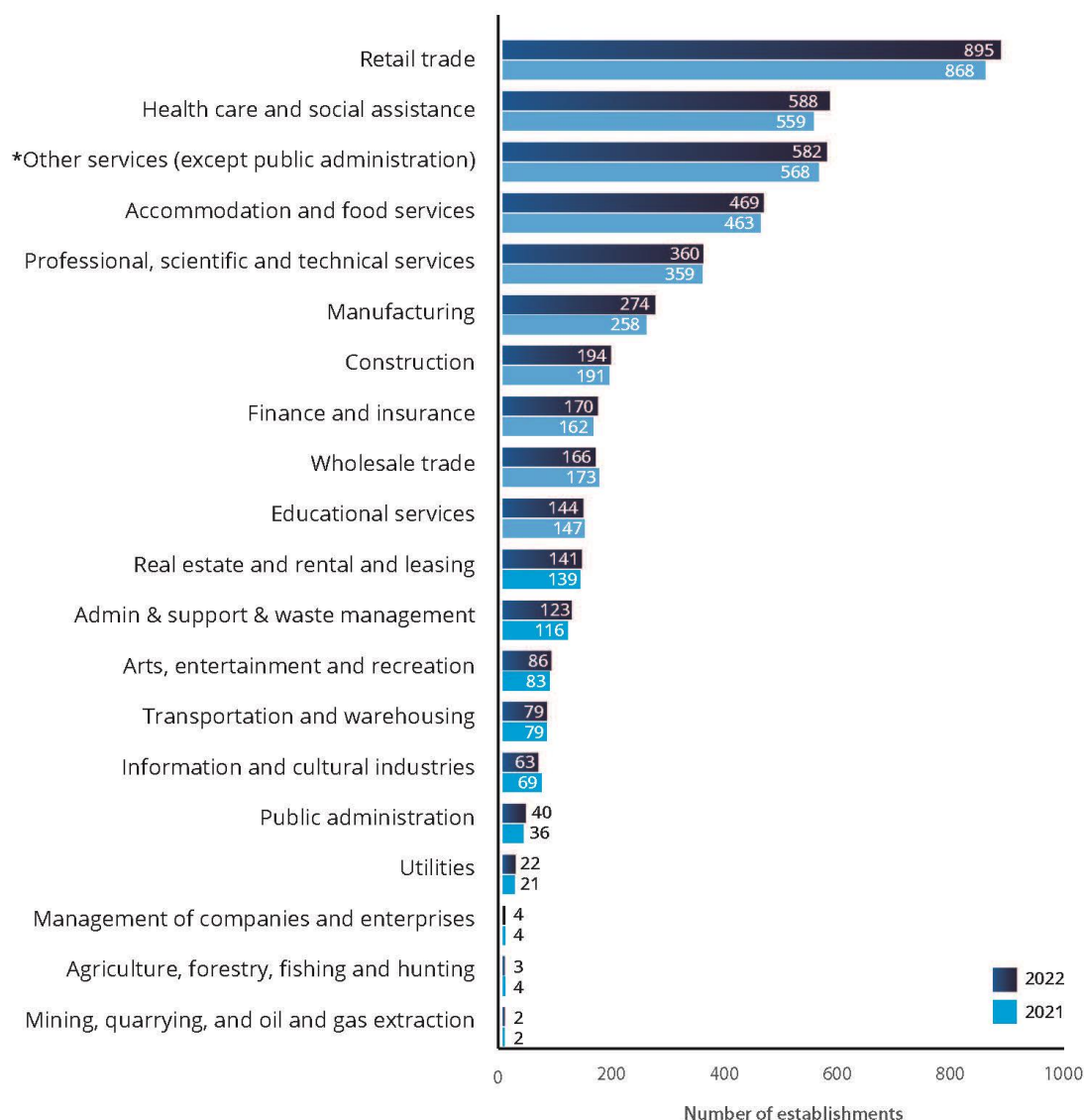
***Other Services** This sector includes vehicle/machinery/equipment repair; personal care, funeral, laundry, pet care and photo finishing services; organizing and promoting religious activities; grant-making, advocating (promoting) various social and political causes.

Part Time Employment by Industry (2022)



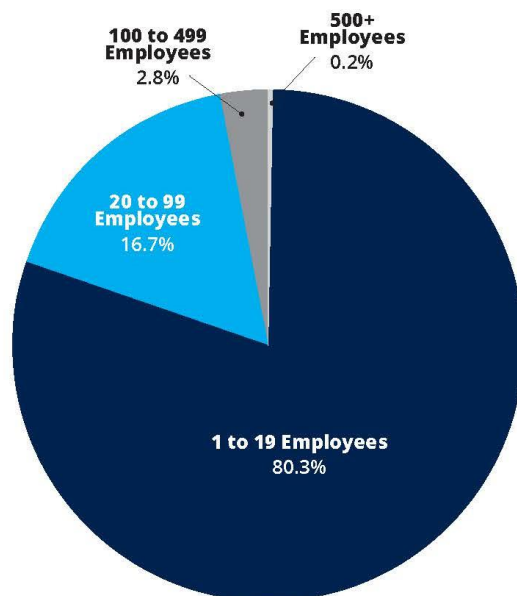
***Other Services** This sector includes vehicle/machinery/equipment repair; personal care, funeral, laundry, pet care and photo finishing services; organizing and promoting religious activities; grant-making, advocating (promoting) various social and political causes.

Industries by Number of Establishments

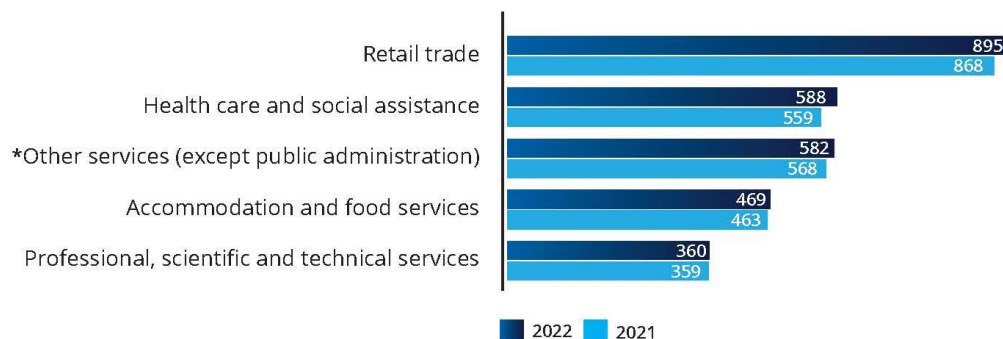


***Other Services** This sector includes vehicle/machinery/equipment repair; personal care, funeral, laundry, pet care and photo finishing services; organizing and promoting religious activities; grant-making, advocating (promoting) various social and political causes.

Businesses by Number of Employees



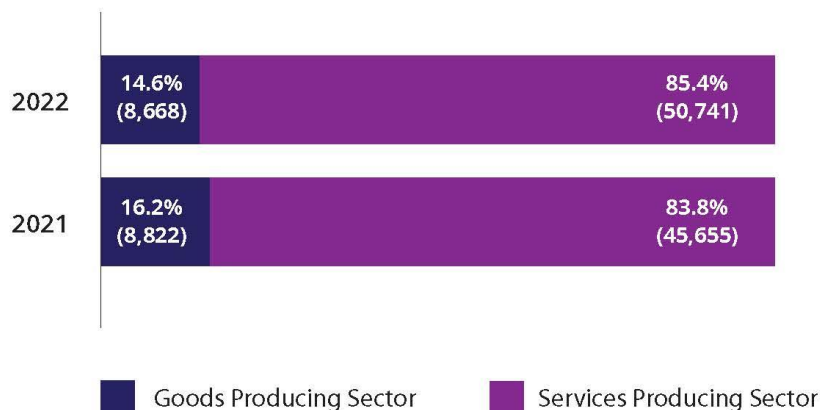
Top 5 Industries by Number of Establishments



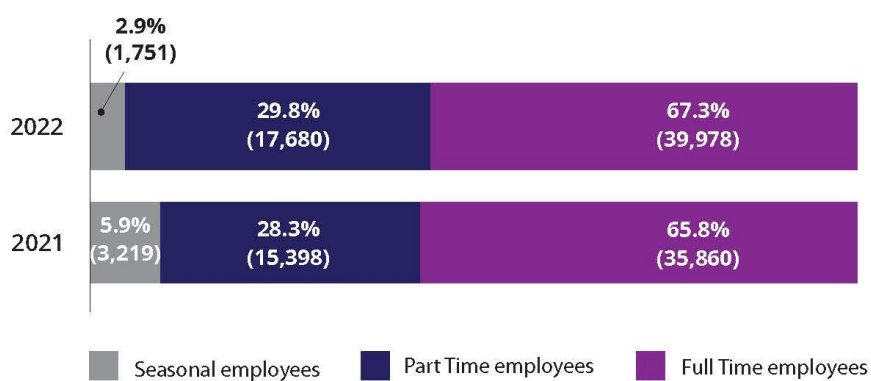
***Other Services**

This sector includes vehicle/machinery/equipment repair; personal care, funeral, laundry, pet care and photo finishing services; organizing and promoting religious activities; grant-making, advocating (promoting) various social and political causes.

% Employment by Sector Type



% Employment Type



Appendix

The following is the questionnaire used for the purpose of this survey.

1. What is your organization's name?
2. Full address of the organization.
3. Name of the primary contact person for the organization?
4. Public phone number of the organization
5. Contact e-mail of the organization
6. What is the NAICS 2 code of the organization?
7. What is the NAICS 6 code of the organization?
8. Do you manufacture at this location? (yes/no)
9. Does your organization export internationally? (yes/no)
10. Is this location a head-office? (yes/no)
11. How many full time employees work on-site?
12. How many part time employees work on-site?
13. How many full time employees work off-site?
14. How many part time employees work off-site?
15. How many seasonal employees work at this location?
16. Do your employees work more than 2 days in a week from home? (yes/no)
17. Is there a time where your employees find it difficult to access public transit during the operating hours of your organization? (yes/no)

1. Data Reporting

The data collected is reported as an aggregate; any data that is not already publicly available is not made public. Businesses can choose not to be included in the public directory and those businesses are omitted from the public facing dashboard. The following table describes how the data is presented.

Data	Terms of use
Organization's Name	Public
Address Number	Public
Unit Number	Public
Street Name	Public
Primary Contact Name	Not Published
Phone Number	Public
Contact Email	Not Published
NAICS 2 Code	Public
NAICS 6 Code	Public

Data	Terms of use
Manufacturing at the location	Aggregate
Exporting internationally	Aggregate
Location is head office	Aggregate
Number of full time employees working on-site or off-site	Aggregate
Number of part time employees working on-site or off-site	Aggregate
Number of seasonal employees	Not published
Do your employees work more than two days in a week from home?	Not published
Is there a time where your employees find it difficult to access public transit during the operating hours of your business?	Not published

2. Terms Used in the Report

Public

The City of Barrie staff may use this information publicly unless otherwise notified. For example, this information may be used as part of a regional or municipal directory, or on an interactive web map.

Aggregate

The City of Barrie may use this information publicly in an aggregated form. For example, the number of full time employees for a specific business or employer will be private however the total amount of employees in a particular industry throughout the municipality could be used publicly.

Not published

City of Barrie staff will only use this information for internal purposes and will not share or publish the information.

On-site employees

Employees who typically work at the location of business and come into the office.

Off-site employees

Employee typically performs their work at one or many locations away from the business's physical location but would still list the location as their workplace. Example: Construction workers, Drivers, etc.

3. North American Industry Classification System (NAICS)

The North American Industry Classification System or NAICS is a classification of business establishments by type of economic activity. It is used by government and business in Canada, Mexico, and the United States of America

Goods-Producing Sectors

11 Agriculture, Forestry, Fishing and Hunting – Growing crops, raising animals, harvesting timber, harvesting fish, and other animals from their natural habitats and providing related activities.

21 Mining, quarrying, and oil and gas extraction – Extracting naturally occurring minerals. Establishments performing similar activities, on a contract or fee basis are also included.

22 Utilities – Establishments engaged in operating electric, gas, and water utilities. These establishments generate, transmit, control, and distribute electric power; distribute natural gas; treat and distribute water; operate sewer systems and sewage treatment facilities; and provide related services, generally through a permanent infrastructure of lines, pipes and treatment and processing facilities.

23 Construction – Constructing, repairing, and renovating buildings and engineering works, and subdividing and developing land.

31-33 Manufacturing – Establishments engaged in chemical, mechanical or physical transformation of materials or substances into new products. Finished, semi-finished goods manufacturing is also included. Related activities, such as assembly, dyeing, heat-treating, and similar operations are also treated as manufacturing activities. Establishments can be classified into manufacturing regardless of the use of machinery or hand tools.

Services-Producing Sector

41 Wholesale Trade – Wholesaling merchandise, generally without transformation, and rendering services incidents to the sale of merchandise.

44-45 Retail trade – Retailing merchandise, generally without transformation, and rendering services incidents to the sale of merchandise.

48-49 Transportation and Warehousing – Transporting passenger and goods, warehousing and storing goods, and providing services to these establishments.

51 Information and Culture Industries – Producing and distributing (except by wholesale and retail methods) information and cultural products. The value of these products lies in their information, educational, cultural or entertainment content, not in the format in which they are distributed. Most of these products are protected from unlawful reproduction by copyright laws.

52 Finance and Insurance – Engaged in financial transactions or facilitating financial transactions (involving the creation, liquidation, or change in the ownership of financial assets.

53 Real Estate and Rental and Leasing – Engaged in renting, leasing or otherwise allowing the use of tangible or intangible assets. This sector includes managing real estate for others, selling, renting and/or buying of real estate for others; and appraising real estate.

54 Professional, Scientific and Technical Services – Engaged primarily in activities where human capital is the major input. These establishments make available the knowledge and skills of their employees, often on an assignment basis.

55 Management of Companies and Enterprises – Managing companies and enterprises and/or holding the securities or financial assets of companies and enterprises, for the purpose of owning a controlling interest in them and/or influencing their management decisions.

56 Administrative and Support, Waste Management and Remediation Services – Engaging in the activities that support the day-to-day operations of other organizations or waste management activities.

61 Educational Services – Providing instruction and training in a wide variety of subjects.

62 Health Care and Social Assistance – Providing health care by diagnosis and treatment, providing residential care for medical and social reasons, and providing social assistance, such as counselling, welfare, child protection, community housing and food services, vocational rehabilitation, and childcare, to those requiring such assistance.

71 Arts, Entertainment and Recreation – Operating facilities or providing services to meet cultural, entertainment and recreational interests of their patrons.

72 Accommodation and Food Services – Providing short-term lodging and complementary services to travelers, vacationers, and others.

81 Other Services (Except Public Administration) – Not classified in any other sector. Repairing motor vehicles, machinery, or equipment; providing personal care services, funeral services, laundry services and other services to individuals, such as pet care services and photo finishing services; organizing and promoting religious activities; supporting various cases through grant-making, advocating (promoting) various social and political causes, and promoting and defending the interests of their members.

91 Public Administration – Establishments primarily engaged in activities of a governmental nature, that is, the enactment and judicial interpretation of laws and their pursuant regulations, and the administration of programs based on them. Legislative activities, taxation, national defence, public order and safety, immigration services, foreign affairs and international assistance, and the administration of government programs are activities that are purely governmental in nature.

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