York Region
Employment and Industry Report
2008

Highlights

Employment and Industry Report Highlights

The York Region Employment and Industry Report 2008 includes sections on the national and provincial overview, an outlook for the economy in 2009, as well as a detailed summary of the 2008 York Region Employment Survey. The recent economic slowdown has created a great deal of global economic uncertainty on short and long term economic trends. This level of uncertainty should be considered when reviewing the following analysis.

National and Provincial Overview

- Despite the global economic challenges that have arisen in 2008, the Canadian economy has been able to withstand the worst of its effects thus far, closing out the year with growth in Real Gross Domestic Product (GDP) still in positive territory.
- Nonetheless Canada's Real GDP growth in 2008 is less than one percent, and below the 2.6% growth rate recorded in 2007.
- According to RBC Financial, the Province of Ontario's economy is not keeping pace with the national average, with no Real GDP growth in 2008.
- Employment in Ontario increased by an estimated 1.7% (or 111,900 jobs) from mid-year 2007 to mid-year 2008 (reflecting the same period of the York Region Employment Survey). Strong employment gains were seen in: public administration (+33,400 jobs); professional, scientific and technical services (+29,200 jobs); construction (+26,800 jobs); trade (+17,300 jobs); and other services (+16,900).
- Manufacturing at both the national and provincial levels has declined, down 14,000 jobs in Ontario as of mid-year 2008. The most recent data at the time of writing suggests manufacturing has continued to decline even further (Ontario down 4% year-to-date as of October 2008)
- Canada and Ontario's unemployment rates are both up slightly by 0.1% for the year, to 6.2% and 6.5% respectively.

Outlook for 2009

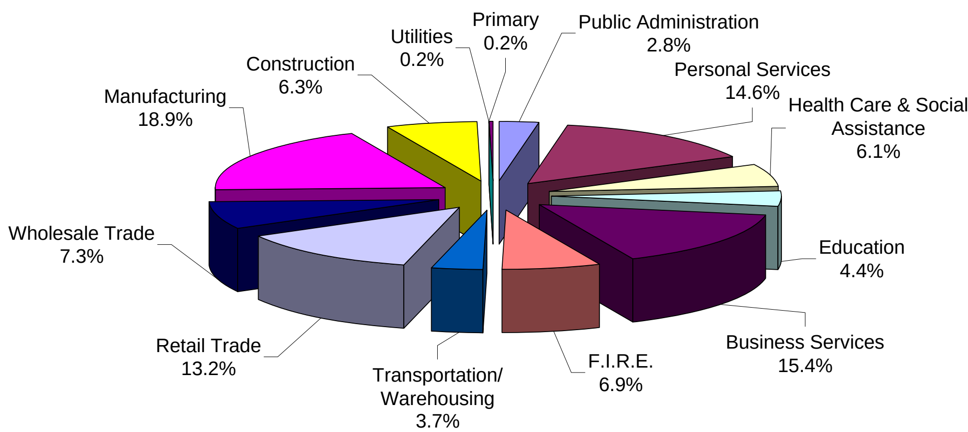
- With the ongoing volatility in the economy, growth forecasts are being continuously revised, and there is not consensus among economists on the extent of the financial crisis.
- Several Canadian sources predict the Canadian economy will rebound in 2009, while others forecast growth will be lower in 2009 than in 2008 overall.
- Meanwhile the international Organization for Economic Co-operation and Development is predicting Canada will lead the recovery of G7 Nations, but growth will be negative in 2009, recovering in 2010.
- Despite being affected by the prolonged economic slowdown expected in the United States, Canada's economy is expected to outperform that of the U.S. in 2009.
- Even more difficult to determine at the time of writing are provincial outlooks, as forecasts for Ontario's Real GPD growth in 2009 also vary, from positive to negative.
- Canada's unemployment rate is expected to approach 7%, with Ontario's unemployment trending even higher in 2009.
- In York Region, a number of projects are currently under construction across the Region (with non-residential construction valued at $710 million in the first ten months of 2008), which will provide local employment opportunities both in the construction phase and upon completion. This level of building permit activity (using existing ratios) is expected to generate approximately 10,000 to 15,000 jobs.

- While building permits for residential housing have slowed following a record 2007 pace, there is still a large stock of new residential housing units (7,630 in the first 10 months of 2008) under construction and scheduled for occupancy in 2009, which will also increase the demand for population-based employment such as health care, education, retail and personal services in the coming months.

York Region 2008 Employment Survey Highlights

- There were an estimated 495,000 jobs in York Region, representing an average annual employment growth rate of 3% between 1998 and 2008. This growth rate has outpaced both the national and provincial growth rates over the past ten years.
- Total employment in the Region grew by just under 14,000 jobs, or approximately 3%, for the year 2008, which is consistent with 2007 growth and slightly above average annual employment growth recorded over the last 5-year period, 2004 to 2008.
- Service-oriented jobs account for approximately 74% of total employment in York Region. This represents the greatest proportion of employment in the Region, which is consistent with an urban setting.
- Strong employment growth was evident in a number of sectors, with health care and social assistance, F.I.R.E. (finance, insurance and real estate), business services, retail trade, and education sectors all more than doubling their employment totals over the last ten years.
- The fastest-growing industries between 2007 and 2008 were all in the services-producing sector: finance & insurance; management of companies & enterprises; arts, entertainment & recreation; public administration; real estate & rental & leasing.
- Increases observed in retail trade and personal services (information, culture & recreation; accommodation & food services; and other services) can be attributed to the increased demands of a rapidly expanding population.
- Local manufacturers appear to be experiencing employment declines over the last two years. York Region staff will continue to monitor manufacturing employment trends and report periodically on key findings.
- Manufacturing remained the primary employer in the Region, growing 10% between 1998 and 2008. Despite this employment growth, the proportion of manufacturing employment decreased within the survey area from 24% (or 75,700 jobs) in 1998 to 19% (or 83,200 jobs) in 2008.
- Between 2007 and 2008, manufacturing employment in York Region declined 4% or 3,300 jobs. This change is consistent with declines recorded between 2006 and 2007 in York Region, as well as provincial trends for 2008. These jobs losses were the result of existing manufacturers downsizing and the closure of a small number of businesses in the sector.
- The decrease in the proportion of manufacturing employment is the result of the recent declines in manufacturing employment coupled with rapid growth in service-producing industries such as business and personal services, public administration, health care & social assistance and retail trade.
- A full account of the 2008 proportion of employment by industry sector is graphically illustrated in Figure 1 on the next page:

Figure 1
Employment by Industry, 2008



Source: York Region Planning and Development Services Department, 2008.

- Employment in York Region is predominantly comprised of full-time workers (76%).
- Approximately 6% of surveyed firms reported involvement in exporting activities. Approximately 84% of firms did not report export activities, and 10% were unsure of their exporting activities.
- The vast majority (84.7%) of firms in the Region employ less than 20 employees. In turn, medium sized firms (20 to 99 employees) represent 12.5% of firms and large (100 to 499 employees) and very large firms (500+ employees) account for 2.2% (or 685 businesses) and 0.3% (or 61 businesses), respectively.
- The number of large and very large firms in York Region has grown significantly since 1998, with increases of 42% in large businesses and 82% in very large businesses.
- Business mobility (the rate at which businesses in a given area have closed or relocated outside of the survey area as a percentage of total firms) was estimated at 10% in York Region in 2008, which is lower than the 13% mobility observed in 2007. The higher mobility rate in 2007 is likely the result of higher business mobility in areas that had not been surveyed since 1998 (the previous comprehensive employment survey).

Contents

Introduction

The Employment and Industry Report 2008 provides an analysis of the information gathered in the 2008 York Region Employment Survey. This survey, which monitors the location, type and characteristics of businesses in York Region, supports the Regional Official Plan policies aimed at "creating a competitive and adaptable economic environment that encourages investment and diversity of employment opportunities".

The York Region Employment Survey provides insight into the business and employment opportunities across the Region, and monitors global economic trends and their impacts on the Regional economy. The survey provides data for the York Region Business Directory, sectoral analyses, employment area profiles, and promotional activities.

The information collected through the survey is also used as background data for various purposes, such as land use planning, forecasting, infrastructure planning and co-ordinating services.

Vision for a Sustainable Economy

The Employment and Industry Report 2008 can be used as a tool to monitor employment trends in York Region supporting the theme area of Economic Vitality, as outlined in Vision 2026 and the York Region Sustainability Strategy. It provides information on the current employment and economic climate, enabling York Region to better respond to emerging trends and specific industry requirements.

Background Methodology

This report is based on business information collected in the York Region Employment Survey, which was conducted between May and August 2008. The primary method of data collection was door-to-door interviews, with supplemental information obtained through e-mail, phone, and fax submissions. Where data could not be updated for a particular business, data was supplemented with the most recent information available from previous surveys.

The 2008 survey was a comprehensive Region-wide survey of all businesses across York Region (excluding both farm and home-based businesses). Survey data is aggregated at the traffic zone level of detail, which divides the Region into 355 smaller geographic areas. By focusing on employment at the traffic zone level, this survey allows for a detailed examination of local trends and provides information about employment areas at a level that is useful for investment and economic development decisions. At the aggregated level, this analysis offers an indication of how the York Region economy is performing and helps determine whether the economic development goals of York Region are being met. In particular, the overall analysis helps us see whether an adequate number of jobs are being generated in the Region to match the growing population.

York Region's first comprehensive Region-wide employment survey occurred in 1998, when 21,000 businesses were recorded. From that time up to 2006, the annual survey targeted key employment areas, consisting of high-growth areas, designated employment areas and Regional centres. With the assistance of area municipalities, York Region was able to complete comprehensive Region-wide surveys of all businesses in both 2007 and 2008. It is the Region's intention that all future employment surveys be comprehensive in nature.

Please Note:

The recent volatility in global financial markets has resulted in an unprecedented economic climate and a great deal of uncertainty on short and long term economic trends. While the most current data and forecasts were utilized in analysis as of the time of writing (November 2008), this level of uncertainty should be considered in both the National and Provincial Economic & Employment Overview, as well as the Short Term Economic Outlook section.

National Economic & Employment Overview

Canadian economy slows as the global economy declines

The current economic climate in the U.S. is limiting economic growth in Canada, but the Canadian economy has been able to withstand the worst of its effects thus far. The most recent forecast from the Conference Board of Canada, as of the beginning of November 2008, still expected Canada's economy to avoid recession on the strength of the domestic sector despite the hardships that have already started to surface.

At the beginning of December, official Real GDP numbers were released by Statistics Canada for the third quarter of 2008. The Canadian economy grew 1.3%, higher than analysts expected, while the U.S. economy declined 0.5% for the same period.

Nationally, economists at major Canadian institutions are in agreement that Real Gross Domestic Product (GDP) will remain in positive territory overall for the year 2008, but annual growth will be less than 1%. While the growth rate is expected to remain above zero for 2008, it has declined from the 2.6% national growth in Real GDP experienced in 2007 (see Table 1). On the strength of the first two quarters of 2008 preceding the current economic crisis, Real GDP growth in the U.S is expected to be slightly higher than Canada's for the year 2008. This is a reversal from 2007 and not expected to last, as forecasts show Canada again outpacing a negative U.S. economy in 2009 (refer to Short Term Economic Outlook section).

Table 1
Real Gross Domestic Product Growth, Annual Percent Change

Year	2005	2006	2007	2008*
Canada	2.9	2.7	2.6	0.5 – 0.7
U.S	3.6	3.4	2.2	1.3 – 1.8

Source: Conference Board of Canada; BMO Capital; Bank of Canada; RBC Economics (November 2008).
* Forecast

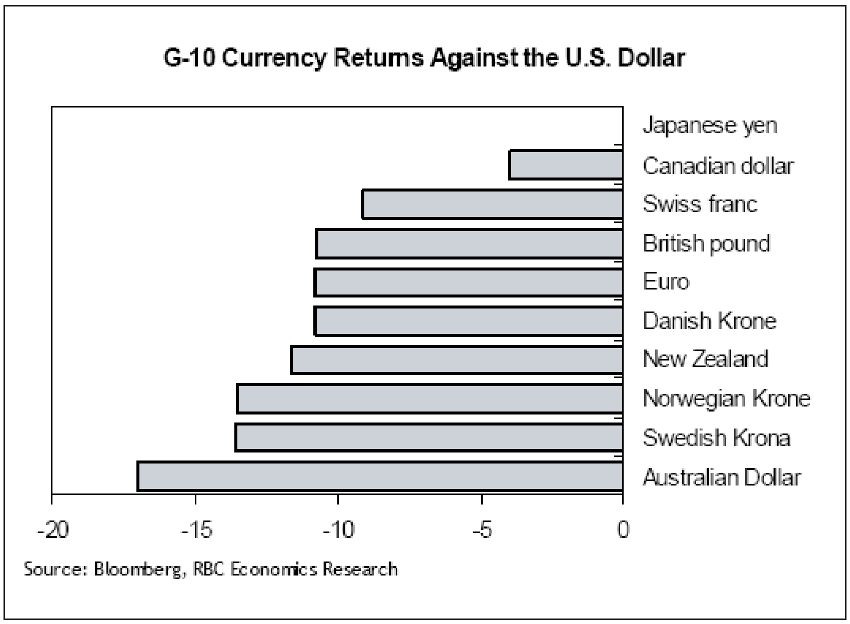
Forecasts for 2008 have continuously been downgraded throughout the year, with frequent updates occurring since the global financial events of September. Economists at Canada's largest banks attribute the reduction of national growth to a downturn within the trade sector and declining prices for raw materials, as well as continued instability in the financial markets. At the time of writing, it is uncertain whether Canadian GDP growth will slip into negative territory during the fourth quarter of 2008.

Canadian Dollar not at parity with U.S. but competitive with other major currencies

Since peaking at 1.09 U.S. Dollars in November 2007, the Canadian Dollar dropped well below $1.00 U.S. in the third quarter of 2008. Due to volatile financial markets, the Canadian Dollar continued to fall during the month of October to a low of 78 U.S. cents, but then rallied past the mid-80's (U.S. cents) mark at the beginning of November 2008 before moderating again. Despite the overall decline of the Canadian Dollar versus the U.S. Dollar from November 2007 to November 2008, the Canadian Dollar has still held up relatively well to the U.S. compared to the currencies of other developed countries (see Figure 2).

Figure 2

Performance of Canadian Dollar Compared to Other Currencies, Third Quarter 2008



(July to September 2008)
Source: RBC Economics, 2008.

Overnight rate listed at 2.25% in October 2008

During 2007, the Bank of Canada bumped the key overnight lending rate from 4.25% to 4.5% to help ease the pressure of inflation. However, by year's end 2007, the overnight rate was back down to 4.25%. In 2008, the Bank of Canada has continued to lower the overnight rate due to a weakening U.S economy, declining commodity prices and a volatile financial market. From January to April 2008, the Bank of Canada dropped the overnight rate from 4.25% to 3.00%. A reduction of another 0.75% in October 2008 alone brought the overnight rate down to 2.25% (see Table 2). There is the possibility that the Bank of Canada may drop the overnight rate again in December 2008. (RBC Economics 2008, Bank of Canada, 2008).

Table 2
Overnight Lending Rate, April 2007 to October 2008

Date	Target (%)	Change (%)
21 October 2008	2.25	- 0.25
8 October 2008	2.50	- 0.50
15 July 2008	3.00	---
10 June 2008	3.00	---
22 April 2008	3.00	- 0.50
4 March 2008	3.50	- 0.50
22 January 2008	4.00	- 0.25
4 December 2007	4.25	- 0.25
16 October 2007	4.50	---
5 September 2007	4.50	---
10 July 2007	4.50	+ 0.25
29 May 2007	4.25	---
24 April 2007	4.25	---

Source: Bank of Canada, October 2008.

Canadian employment growth remains positive in 2008

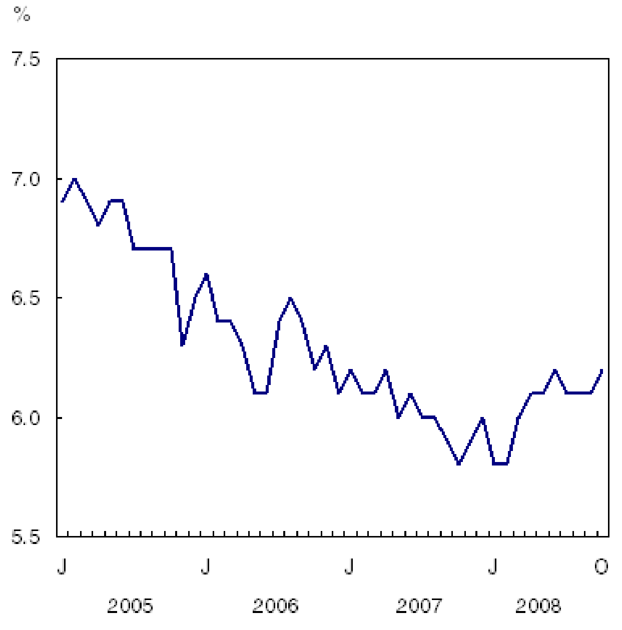
From June 2007 to June 2008, employment nationally increased 1.7% or approximately 290,000 jobs. This time period approximately reflects that of the mid-year York Region Employment Survey. National employment growth over this period was lead by gains in the following sectors: professional, scientific & technical services (+85,600 jobs); construction (+82,400 jobs); public administration (+68,400 jobs); and health care & social assistance (+51,000 jobs). The construction sector alone is responsible for the goods-producing sectors as a whole remaining in positive territory over the one-year period.

The largest employment losses nationally from June 2007 to June 2008 were in the manufacturing sector (-33,000 jobs). Four of the first six months of 2008 recorded job losses instead of gains - an effect of an uncertain global economic environment preceding the events of September (TD Economics, October 2008).

Since the 2008 summer survey period, the most current national employment data available is for October 2008. Year-to-date as of October 2008, national employment levels increased 1.3%, suggesting lower growth compared to the annual changes as of June discussed above. Net employment gains for the first ten months of 2008 are 135,000 jobs lower than those recorded over the same period in 2007. Nonetheless, 2008 still represents the sixteenth consecutive year of national employment growth. Full-time employment continues to account for the majority of job growth in 2008. National employment data as of October 2008 suggest construction has continued to play a strong role in employment growth.

The unemployment rate remained relatively unchanged at 6.2% in October 2008, up slightly from 2007. Figure 3 illustrates the recent history of changes to the Canadian unemployment rate, up to October 2008:
(Statistics Canada, Labour Force Survey, October 2008; TD Economics, October 2008).

Figure 3
Canadian Unemployment Rate, January 2005 to October 2008



Source: The Daily, Statistics Canada 2008.

Domestic sales begin to show signs of softening

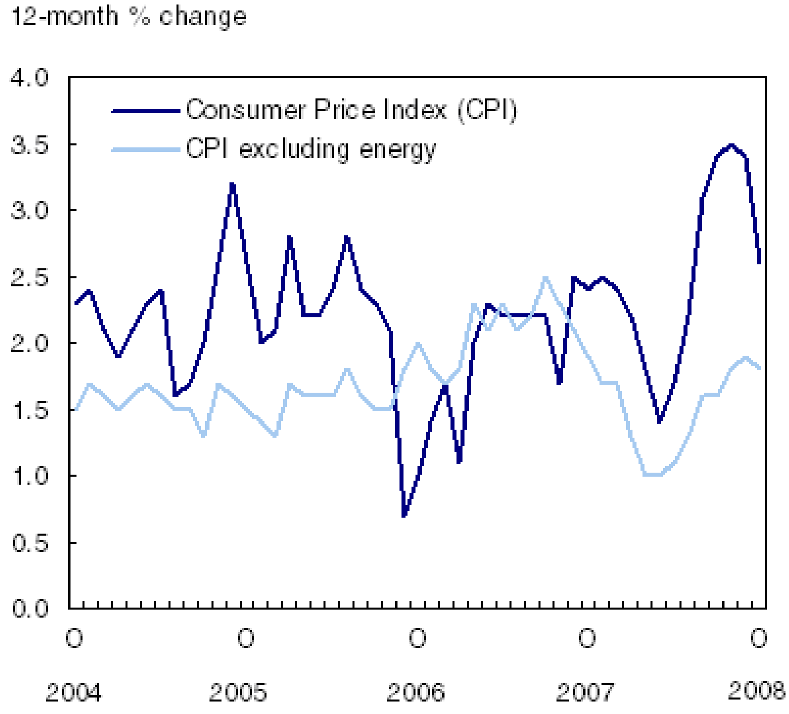
At the same time as U.S. new vehicle sales were rapidly declining, Canada reported stronger than expected sales. Both Statistics Canada data for September 2008 and industry data for October 2008 indicated positive trends in new vehicle sales, by month and year-to-date. Strong motor vehicle sales were a significant factor in retail sales as a whole also growing in September 2008.

Statistics Canada reports that third quarter 2008 personal spending has remained positive, but the rate of growth has begun to slow. RBC Economics forecast retail sales in Canada to grow by 4.7% in 2008, not quite matching the growth rate of 5.8% recorded in 2007.

Consumer Price Index peaks in August 2008

The Consumer Price Index (CPI) provides a broad measure of the cost of living in Canada. An increase in the Consumer Price Index indicates that the average Canadian cost of living has increased. According to Statistics Canada, consumer prices rose to a high in August 2008, largely driven by higher prices for gasoline. While still higher than one year ago, consumer prices in October dropped sharply from the high in August, attributable mainly to a decrease in the price of gasoline. Figure 4 illustrates historical CPI changes (the main contributor to the difference between CPI and CPI excluding energy is gasoline).

Figure 4
National Consumer Price Index Changes, October 2004 to October 2008



Source: The Daily, Statistics Canada 2008.

Further to Statistics Canada's analysis, in November 2008 the price of gasoline continued to decline. Some areas saw the price of gasoline drop significantly, to below 80 cents per litre, helping to ease the cost of living as the economy continues to adjust in the wake of the global downturn.

Provincial Economic & Employment Overview

Ontario economy weakens as the U.S. economy slips into recession

It is anticipated that economic growth in the Province of Ontario will level off in 2008, with the majority of forecasts from Canada's major institutions calling for little to no increase in Real Gross Domestic Product (GDP) overall for 2008. These forecasts have the Province not keeping pace with national Real GDP (see Table 1). This lack of growth is primarily the result of Ontario's economic reliance on export activity, which has slowed considerably as the U.S. economy slips into a recession. Ontario's exports to the United States account for roughly 84% of its total exports and 40% of Ontario's GDP (RBC Economics, 2008).

Table 3 (page 7) outlines five major economic indicators for Ontario, comparing 2007 to 2008.

Table 3
Ontario Economic Outlook, Average Annual Percent Change

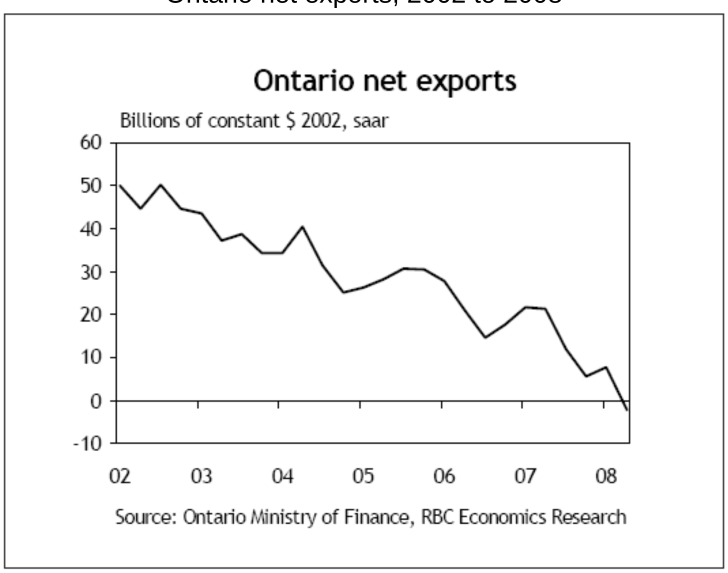
Ontario Economic Outlook	2007	2008*
Real GDP Growth (% change)	2.1	0.0
Housing Starts (units x 1,000)	68.1	75.0
Employment Growth (% change)	1.6	1.5
Retail Sales Growth (% change)	3.9	5.0
Consumer Price Index (CPI)	1.8	2.6

*Forecast
Source: RBC Economics, October 2008.

Ontario narrowly avoided a recession in the beginning months of 2008 when the provincial economy experienced negative growth in the first quarter, followed by modest economic growth in the second quarter. This rebound occurred as a result of an increase in government spending, a rebuild of inventories, as well as a modest recovery of residential construction investment. Despite these factors, Canada's largest banks agree the economy will weaken during the fourth quarter.

In 2008, provincial net exports moved into the negative (see Figure 5), something RBC economists note has not happened since 1981, but is forecast to continue in the coming quarters. RBC Economics now forecast that even some sectors that have been performing well to-date will also begin to see negative trends. However, public infrastructure programs, federal fiscal relief and low interest rates should provide some reprieve in the positive direction.

Figure 5
Ontario net exports, 2002 to 2008



Note: saar = seasonally adjusted annual rate
Source: RBC Economics 2008.

Ontario employment gains match national growth rate

Employment in Ontario increased by an estimated 1.7% (or 111,900 jobs) from June 2007 to June 2008. This employment growth matches the national rate for the same time period. The mid-year to mid-year time period approximately aligns with the York Region Employment Survey. Strong Ontario employment gains were seen in: public administration (+33,400 jobs); professional, scientific and technical services (+29,200 jobs); construction (+26,800 jobs); trade (+17,300 jobs); and other services (+16,900 jobs). Mirroring the national trend in another respect, strong gains in the provincial construction sector managed to keep the entire goods-producing sector in positive territory.

Largest declines for the same June to June period at the provincial level were in information, culture and recreation (-15,600 jobs) and manufacturing (-14,000 jobs). The most recent provincial employment data available suggests a continued decline in the manufacturing sector, down 34,600 jobs year-to-date as of October 2008 (approximately 4%). As a result, year-to-date employment growth as of October 2008 is lower than at the mid-year, 1.1%.

Between 2002 and 2007, approximately 1 in 6 manufacturing jobs were eliminated in Ontario (roughly 180,000). Declines in manufacturing employment have also been observed at both the national and international levels, including the U.S., U.K., Japan and some European nations (on average).

Ontario's unemployment rate rose 0.1% in October, up to 6.5%, according to Statistics Canada.

Short Term Economic Outlook

With the U.S economy falling into a recession, and the U.K and European economies also struggling, the full impact on the Canadian economy remains to be seen. The ongoing volatility in the economic market has resulted in financial forecasts being continuously revised. At the time of writing (November 2008) there is not consensus among economists in Canada on the extent of the financial crisis.

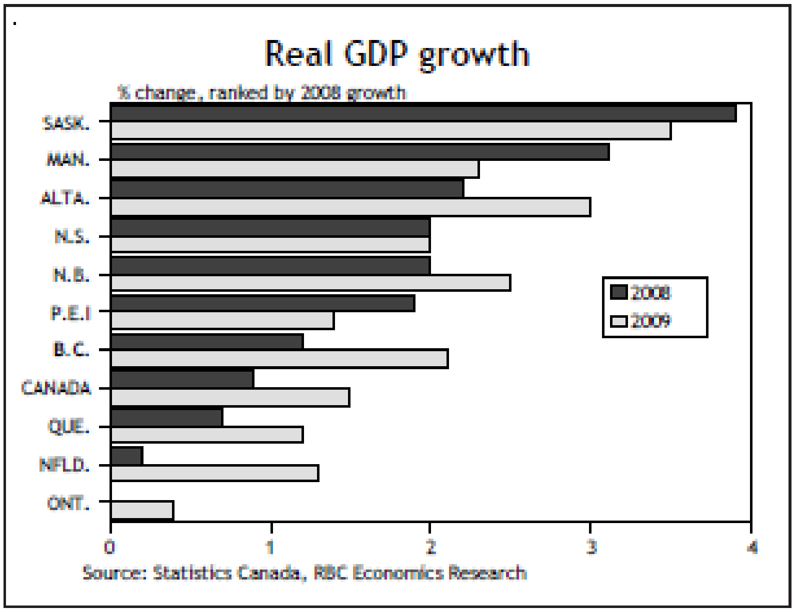
Several Canadian sources predict the Canadian economy will rebound in 2009, while others increasingly suggest 2009 growth will be lower than in 2008 overall. Meanwhile, the international Organization for Economic Co-operation and Development are predicting Canada will lead the recovery of G7 Nations, but growth levels will be negative in 2009, recovering in 2010.

Although the U.S economy is expected to outperform the Canadian economy in 2008, there is consensus among major Canadian institutions that the Canadian economy will outperform that of the U.S. in 2009.

It is expected that there will be regional differences in GDP Growth, as the negative effects of the global financial downturn are felt differently across the nation. Saskatchewan is forecast to lead the way in 2008 and 2009, with Manitoba close behind, as demand and prices for their key commodities will remain strong. The provincial economies of Atlantic Canada are forecast to remain strong, as labour markets, migration, the housing sector and consumer spending will remain positive. This is especially true for Newfoundland and Labrador, despite a temporary stall in the provincial economy due to oil production stoppages (RBC Economics, 2008).

Economic forecasts for the western provinces of Alberta and British Columbia are much less encouraging. Although strong capital expenditures continue to carry these provincial economies, decreasing consumer spending have prompted RBC economists to lower the forecasts of these provinces. The economic forecasts for Ontario and Quebec are fairly conservative, as both of these provinces have a heavy reliance on U.S. demand for their exports, which continues to decrease. In addition, the domestic sectors of both these provinces are showing signs of weakening, which will result in little or no new job creation, decreased customer spending and muted housing activity. The Quebec economy should fair slightly better than Ontario's due to public infrastructure spending and other capital investment (RBC Economics, 2008). Figure 6 illustrates the real GDP growth as experienced in 2008 and forecast for 2009 for each province:

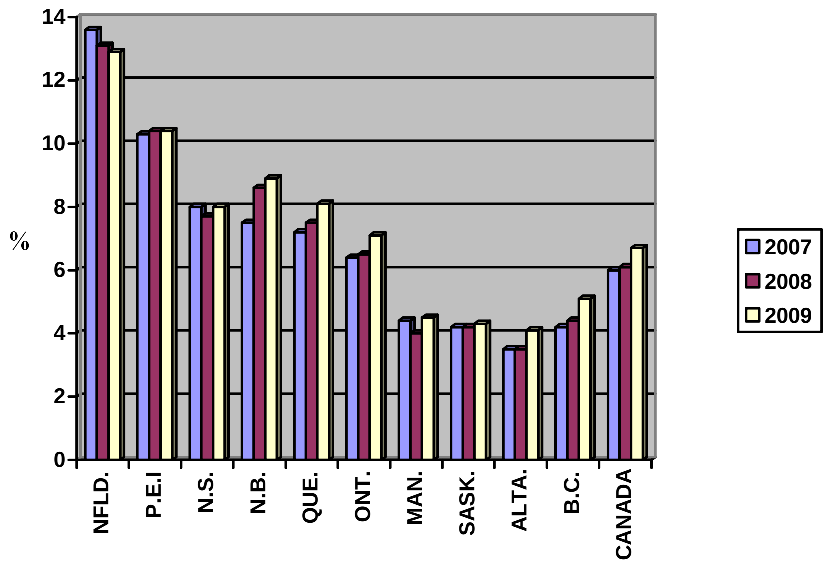
Figure 6
Real GDP Growth by Province, 2008 & 2009



Ontario forecasts for Real GPD growth in 2009 vary, from positive to negative. The most recent forecasts from the Conference Board of Canada and RBC call for a modest of recovery of less than 1% in 2009 (RBC projections displayed in Figure 11). Meanwhile, other more recent forecasts don't forecast recovery until 2010, with negative growth in 2009.

In addition to limited growth in Real GDP for Ontario, RBC Economics forecast housing starts to drop back near 2007 levels in 2009, both employment and retail sales growth to slow, and the provincial consumer price index (CPI) to drop as we move into 2009. In addition, the unemployment rate for Ontario is expected to increase in 2009. This follows the national trend of increasing unemployment rates, with Newfoundland and P.E.I. the only exceptions (as shown in Figure 7).

Figure 7
Canadian Unemployment Rates (Average Annual Percent)



Source: York Region Planning & Development Services Department, 2008;
Based on forecasts from RBC Economics, 2008.

While provincial trends compared to the national average can be seen in Figure 7, the rate of increase in unemployment expected in 2009 is also volatile as financial forecasts evolve. TD Bank has forecast Canada's unemployment rate to climb to 6.7% by mid-year 2009 (keeping it below rates recorded between 1975 and 2005), while the forecast for Ontario is expected to exceed 7%. Other forecasts expect the national average to exceed 7%, with the provincial rate tracking even higher.

Locally, short term hiring intentions among York Region businesses appears to be positive. In 2008, approximately 15% of survey respondents indicated that they would be hiring additional staff (see Table 4).

Table 4
York Region Business Hiring Intentions, 2007 & 2008

"Are You Hiring Within the Next Three Months?"	2007	2008
Yes	14.3%	14.8%
No	41.4%	44.8%
Unsure	44.4%	40.4%
Total	**100.0%**	**100.0%**

Source: York Region Planning & Development Services Department, 2008.

Going forward into 2009, the business outlook for York Region appears better positioned than provincial and national scenarios. A number of projects are currently under construction across the Region (with non-residential construction for the first 10 months of 2008 valued at $710 million), which will provide local employment opportunities both in the construction phase and upon completion. This level of building permit activity (using existing ratios) is expected to generate approximately 10,000 to 15,000 jobs.

While building permits for residential housing have slowed following a record 2007 pace, there is still a large stock of new residential housing units (7,630 in the first 10 months of 2008) under construction and scheduled for occupancy in 2009, which will also increase the demand for population-based employment such as health care, education, retail and personal services in the coming months.

York Region Employment Analysis

Employment growth positive in 2008

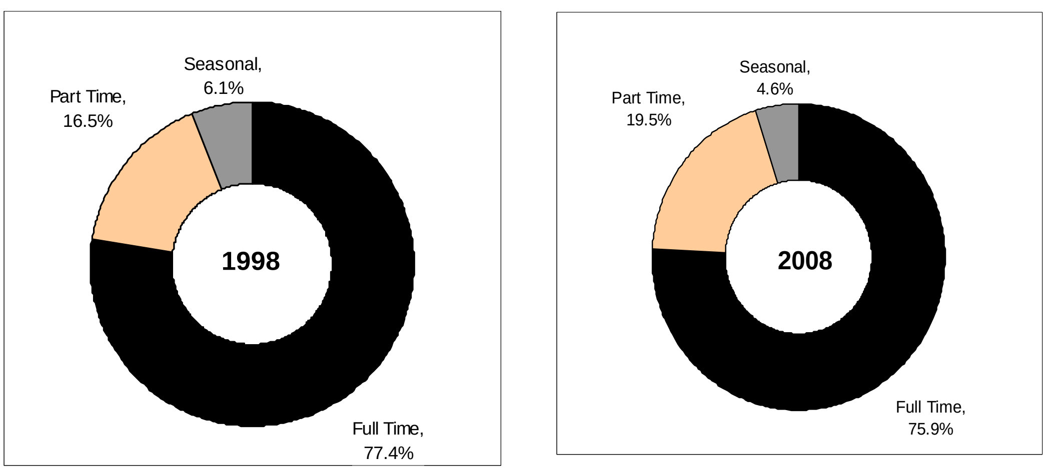
Between 1998 and 2008, employment grew at an average annual rate of 3%. As of mid-year 2008, there were approximately 495,000 jobs in 29,500 businesses in York Region. This growth rate has outpaced both the national and provincial growth rates over the past ten years. This is further supported by positive job growth between 1998 and 2008 for all nine area municipalities.

Total employment in the Region grew by almost 14,000 jobs, or approximately 3%, for the year 2008, which is slightly above 2007 growth and ahead of average annual employment growth recorded over the last 5-year period, 2003 to 2008.

Employment in York Region is predominantly full-time

Employment in York Region is predominantly comprised of full-time workers. According to the 2008 York Region Employment Survey approximately 76% of employment was full-time. This supports the long-term Regional trend of predominantly full-time employment, which is evidenced in a relatively stable percentage of full-time jobs between 1998 and 2008. In contrast, 19.5% of employment was comprised of part-time workers, which represents an increase from 16.5% observed in the 1998 employment survey. Moreover, the proportion of seasonal employment dropped from 6.1% in 1998 to 4.6% in 2008 (see Figure 8).

Figure 8
Employment by Type of Worker, York Region, 1998 & 2008



Source: York Region Planning and Development Services Department, 2008.

The sustained strength in full-time employment continues to bode well for York Region, since these positions normally provide increased stability, income, and opportunities for growth.

Moreover, it is a good indication that the employment growth experienced in York Region is the result of a vibrant Regional economy.

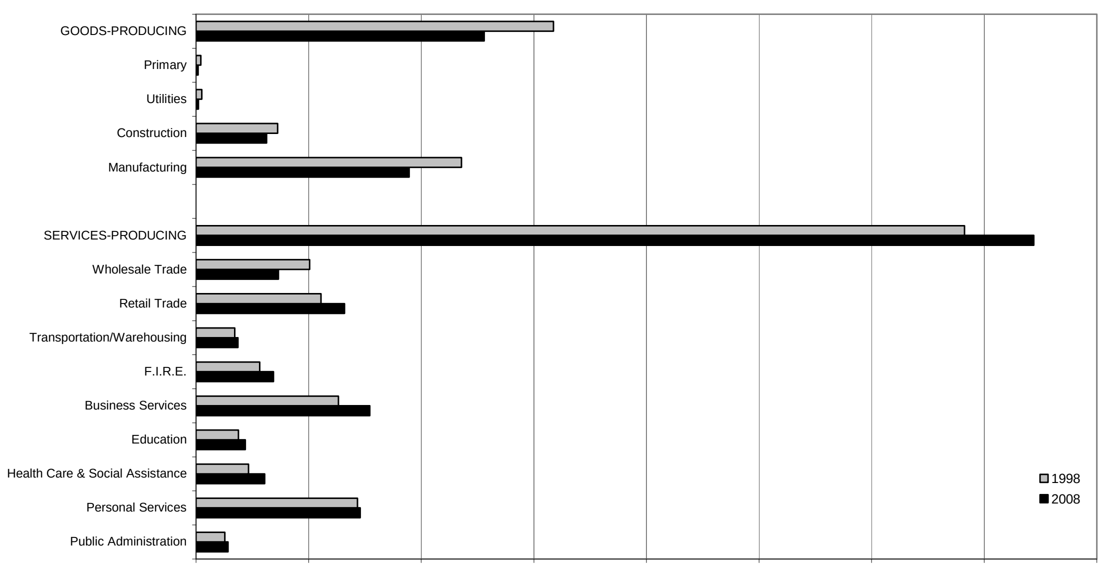
However, part-time employment has experienced strong growth, increasing its proportion of total employment to 19.5%. This growth is likely closely related to the strong population growth in York Region, which has produced increased demand for service-producing industries such as retail trade. The past ten years has seen strong national consumer confidence, creating an atmosphere that encouraged domestic spending, and subsequently demand for goods and services.

The decrease in the proportion of seasonal employment is primarily the result of strong growth in traditionally non-seasonal industries such as professional, scientific, and technical services. Therefore, the result has been a greater proportion of employment focused on non-seasonal industries, but not an overall decrease in the number of seasonal jobs.

A service-oriented employment base in York Region

Service-oriented jobs account for approximately 74% of total employment in York Region. This represents the greatest proportion of employment in the area, which is consistent with a traditional urban setting. This may be attributed to the existence of a highly skilled workforce in York Region, which is able to respond to complex business needs. Moreover, mechanization and productivity increases have reduced the need for a large number of employees in the goods-producing sectors. The most prevalent sectors within service-oriented employment include business services, personal services, and retail trade (Figure 9).

Figure 9
Distribution of Employment by Industry, York Region, 1998 & 2008



F.I.R.E.: Finance, insurance, real estate & leasing.
Business Services: Professional, Scientific & Technical Services and Management, Administration and Other Support Services.
Personal Services: Information, Culture & Recreation; Accomodation & Food Services; and Other Services.

Note: Data based on comparable areas surveyed in 1998 and 2008 York Region Employment Surveys.
Excludes most home and farm-based businesses.
Jobs with an unclassified business activity have been redistributed based on the distribution of known industries
Source: York Region Planning & Development Services Department, 2008.

Since 1998, strong employment growth was evident in a number of services producing sectors. Health care and social assistance, F.I.R.E. (finance, insurance and real estate), business services, retail trade, and education sectors all more than doubled their employment totals over the last ten years.

The fastest-growing industries between 2007 and 2008 were all in the services-producing sector, and most were related to knowledge-based or creative industries: finance and insurance; management of companies and enterprises; arts, entertainment and recreation; public administration; real estate, rental and leasing.

Increases observed in retail trade and personal services (information, culture and recreation; accommodation and food services; and other services) can be attributed to the increased demands of a rapidly expanding population.

Manufacturing remains the largest employment sector

Manufacturing remains the largest employment sector in York Region accounting for 19% of total employment (83,300 jobs). This represents a decrease from 1998, when manufacturing employment accounted for 24% of total employment (75,700 jobs). The decrease in the proportion of manufacturing employment is the result of recent declines in manufacturing employment coupled with rapid growth in service-producing industries such as business and personal services, public administration, health care & social assistance and retail trade.

Despite a 10% increase in manufacturing over the ten year period 1998 to 2008, local manufacturers appear to be experiencing employment declines over the last two years. Between 2007 and 2008, manufacturing employment in York Region declined 4% or 3,300 jobs. This change is consistent with declines recorded between 2006 and 2007 in York Region, as well as provincial trends for 2008. These jobs losses were the result of existing manufacturers downsizing and the closure of a small number of businesses in the sector. York Region staff will continue to monitor manufacturing employment trends.

Based on the areas surveyed, from 1998 to 2008 slight employment decreases were seen in primary (-560 jobs), utilities (-680 jobs), wholesale trade (-250 jobs). A full account of employment by industry can be seen in Table 5 below:

Table 5
York Region Employment Increases by Industry Sector

Industry Sector	Number of Jobs in 1998	Number of Jobs in 2007	Number of Jobs in 2008	Percentage Growth 1998-2008	Percentage Growth 2007-2008
Business Services	40,700	67,300	67,900	66.9%	0.8%
Personal Services	46,100	62,200	64,100	39.1%	3.0%
Retail Trade	35,700	54,500	57,900	62.4%	6.3%
Wholesale Trade	32,500	31,700	32,200	-0.8%	1.6%
Finance, Insurance, Real Estate & Leasing	18,100	24,400	30,200	66.5%	23.9%
Health Care & Social Assistance	15,000	25,100	26,800	79.2%	7.0%
Education	12,100	19,200	19,200	59.1%	0.3%
Transportation/Warehousing	11,000	16,100	16,300	47.9%	1.5%
Public Administration	8,200	11,500	12,500	51.5%	8.8%
SERVICES-PRODUCING	**219,300**	**312,000**	**327,200**	**49.2%**	**4.9%**
Manufacturing	75,700	86,500	83,300	9.9%	-3.8%
Construction	23,300	25,700	27,600	18.4%	7.3%
Utilities	1,600	1,100	1,000	-41.1%	-10.2%
Primary	1,400	800	800	-40.8%	6.4%
GOODS-PRODUCING	**102,000**	**114,000**	**112,600**	**10.4%**	**-1.3%**
TOTAL	**321,400**	**426,000**	**439,800**	**36.8%**	**3.2%**

Source: York Region Planning and Development Services, 2008.
(1) Employment totals do not include home and farm based businesses
(2) Jobs with an unclassified business activity have been redistributed based on the distribution of known industries
(3) Job totals by industry sector are rounded to the nearest hundred

Employees per business relatively stable

Analysis suggests that the number of employees employed at a business has remained relatively stable between 1998 and 2008. In both 1998 and 2008, the average York Region business employed approximately 16 people. The most significant increases were observed in transportation/warehousing, finance, insurance and real estate (F.I.R.E.), and manufacturing sectors, which is likely the result of an increase in both large and very large businesses in these categories. Significant declines in the average number of employees per business were observed in the utilities and primary sectors, which is consistent with the employment losses in these sectors between 1998 and 2008. A full account of York Region Employees per Business by industry is available in Table 6 below:

Table 6

York Region Employees per Business by Industry

Condensed Sectoral Groupings	Avg # Employees per Business (1998)	Avg # Employees perBusiness (2008)
Public Administration	66.7	65.6
Transportation/Warehousing	29.9	37.0
Education	23.7	21.5
Business Services	17.6	18.1
F.I.R.E.	15.5	17.6
Wholesale Trade	15.8	14.2
Health Care & Social Assistance	12.3	13.0
Retail Trade	9.1	10.8
Personal Services	10.4	10.4
SERVICES-PRODUCING	**13.6**	**14.3**
Utilities	75.7	33.0
Manufacturing	27.9	29.2
Construction	19.0	18.5
Primary	31.6	16.5
GOODS-PRODUCING	**25.5**	**25.5**
TOTAL	**16.0**	**16.1**

Small businesses most prevalent in York Region

The vast majority (85%) of firms in the Region employ less than 20 employees, down slightly since 1998 (see Table 7). This prevalence of small firms is indicative of the importance of the small business entrepreneur in the Regional economy.

Table 7

Businesses by Size, York Region, 1998, 2007 & 2008

Business Size Category	1998	2007	2008
Small (1-19 employees)	17,650	23,070	23,140
Medium (20-99 employees)	2,590	3,300	3,400
Large (100-499 employees)	480	650	690
Very Large (500+ employees)	34	58	62
Total	**20,750**	**27,070**	**27,290**

Notes: Excludes farm and home-based businesses. Totals may not add due to rounding.

Source: York Region Planning & Development Services, 2008.

The number of large and very large firms in York Region has grown significantly since 1998, with increases of 42% to approximately 690 firms in large businesses (100 to 499 employees) and 82% to 62 firms in very large businesses (over 500 employees). This strong growth reflects both the successful expansion of existing firms, and the overall attractiveness of York Region as a place to do business. Table 8 below provides a listing of the top private sector employers in York Region:

Table 8
Top Employers in York Region 2008

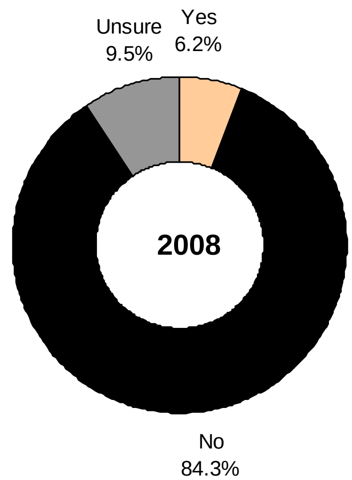
Name	Location	Total Employment	Industry Description
Magna International Inc.	York Region	9,600	Manufacturer of automotive and systems
IBM Canada Ltd.	Markham	7,700	Computer System Design and Related Services
American Express (AMEX Canada Inc.)	Markham	4,100	Management Consulting Services
Canada's Wonderland	Vaughan	3,600	Amusement and Theme Parks
CGI Information Systems & Management Consultants Inc.	Markham	2,000	Independent Adjusters for Insurance Claims
AMD Technologies Inc.	Markham	2,200	Computer and Peripheral Equipment Manufacturing
United Parcel Service Ltd.	Vaughan	1,900	Courier Services
The Miller Group	Markham	1,700	Road Construction Engineering Services, Paving & Manufacture Asphalt
Royal Group Inc.	Vaughan	1,600	Manufacturer Polymer based Home Improvement, Customer & Construction Products
Con Drain Co. (1983) Ltd.	Vaughan	1,400	Water and Sewer Line and Related Structures Construction
TD Waterhouse Inc.	Markham	1,400	Banking
Quebecor World	Aurora Richmond Hill Vaughan	1,100	Printing
Allied International Credit	Newmarket	1,100	Collection Agencies
State Farm Insurance	Aurora	1,100	Insurance Agencies and Brokerages
Ganz	Vaughan	1,000	Distribution Centre for Giftware and Accessories
Jeldwen Windows and Doors	Vaughan	1,000	Ornamental and Architectural Metal Products Manufacturing
Canadian National Railways	Vaughan	1,000	Rail Transportation
Economist & Sun	Markham	900	Newspaper Publishers
Adastra Corporation	Markham	900	Computer System Design and Related Services
Compugen	Richmond Hill	800	Computer System Design and Related Services
Decoseal	Vaughan	800	Tire Manufacturing
Showbiz Marketing	Vaughan	800	Advertising Agencies
Sears Canada National Service Centre	Vaughan	800	Support Activities for Transportation
Allstate Insurance	Markham	800	Insurance Agencies and Brokerages
Apotex	Richmond Hill	800	Pharmaceutical and Medicine Manufacturing
Nova Services Group Inc.	Vaughan	700	Janitorial Services
Grand & Toy	Vaughan	700	General Warehousing and Storage
The Linkage Group	Markham	700	Advertising Material Distribution Services
AC Nielsen Canada	Markham	700	Marketing Research and Public Opinion Polling
Bonfield Construction	Vaughan	700	Commercial and Institutional Building Construction
Rollstamp Manufacturing	Vaughan	700	Motor Vehicle Parts Manufacturing
Chats Community Assistance to Seniors	Aurora	700	Services for the Elderly and Persons with Disabilities
Manpower Services	Markham	700	Employment Placement Agencies
Wal-Mart	Vaughan	600	Department Stores
Homelife Bayview Realty Inc.	Richmond Hill	600	Offices of Real Estate Agents and Brokers
Toromont Industries	Vaughan	600	Construction and Forestry Machinery, Equipment and Supplies Wholesaler-Distributors
MDS Sciex	Vaughan	600	Navigational, Measuring, Medical and Control Instruments Manufacturing
TS Tech Canada Inc.	Newmarket	600	Motor Vehicle Seating and Interior Trim Manufacturing
Kohl & Frisch Ltd.	Vaughan	500	Pharmaceutical and Pharmacy Supplies Wholesaler-Distributors
Anton Manufacturing	Vaughan	500	Motor Vehicle Parts Manufacturing
Acklands Grainger	Richmond Hill	500	Distribution of industrial, safety and fastener products
Sun Microsystems	Markham	500	Computer and Peripheral Equipment Manufacturing
The Toronto Star Press Centre	Vaughan	500	Printing
Steelcase	Markham	500	Household and Institutional Furniture Manufacturing
CAA South Central Ontario	Markham	500	Support Activities for Transportation
407 ETR	Vaughan	500	Office Administrative Services
Guild Electric Ltd.	Markham	500	Electrical Contractors
Rogers Cable	Richmond Hill	500	Wired Telecommunications Carriers
Ceridian	Markham	500	Accounting, Tax Preparation, Bookkeeping and Payroll Services
Mobile Climate Control Industries Inc.	Vaughan	500	Plumbing, Heating and Air-Conditioning Contractors

Source: York Region Planning and Development Services Department, 2008.

Moderate export activity among York Region businesses

Approximately 6% of surveyed firms reported involvement in exporting activities. Approximately 84% of firms did not report export activities, and nearly 10% were unsure of their exporting activities (see Figure 10 on page 16). However, historically approximately 1/3 of all Regional GDP is the result of exporting activity. This indicates that many of the larger Regional producers are involved in exporting activity.

Figure 10
Percentage of York Region Firms Exporting, 2008



Source: York Region Planning and Development Services Department

Moreover, the moderate number of firms involved in export activity should not come as a surprise, given the strength of service-oriented firms in York Region. It should further be noted that this survey does not take into account components manufactured locally which are then shipped to another supplier further down the supply chain and assembled before being exported as a finished product.

Business Mobility at 10% in 2008

Business mobility (the rate at which businesses have closed or relocated outside of the survey area as a percentage of total firms) was estimated at 10% in York Region in 2008. The majority of business closures in York Region were smaller businesses that did not carry a large number of employees. Moreover, the seemingly large percentage of business mobility in smaller businesses is somewhat expected, since smaller businesses are often more volatile. This is also consistent with the description on business by size, which shows the vast majority of Regional businesses employing less than 20 employees.

The 2008 business mobility rate declined from 13% in 2007. The York Region employment surveys of 2007 and 2008 were the first two comprehensive Region-wide surveys since 1998, and the only two back-to-back comprehensive surveys to date. As expected in 2007, the business mobility rate in areas that were not surveyed since 1998 was high, since several years of business activity were accounted for.

Conclusions

This report analyses the state of Regional employment growth and the economy. Over the past ten years, employment growth in York Region is on target with projections and exceeds both national and provincial averages. It is estimated that there are approximately 29,500 businesses employing 495,000 people in York Region in 2008. (This estimate represents total employment in the Region, including both farm and home-based businesses.)

The past decade has also seen a progressive shift towards service-producing jobs, which now account for 74% of total employment. The fastest-growing industry sectors between 2007 and 2008 were: finance and insurance; management of companies and enterprises; arts, entertainment and recreation; public administration; real estate, rental and leasing. Growth in services-producing industry sectors helps to support our rapid population and employment growth. 2008 ICI building permit activity as of October 2008 (using existing ratios) is expected to generate approximately 10,000 to 15,000 jobs.

York Region manufacturers have experienced employment declines of approximately 4% per year over the past 2 years. Moreover, since the conclusion of the 2008 employment survey, additional manufacturing jobs have been lost in several York Region municipalities. York Region staff will continue to carefully monitor manufacturing employment in York Region and periodically report on key findings.

York Region has been successful at attracting a number of very large businesses over the past decade. During this period, the number of businesses employing more than 500 employees has increased from 34 to 62 firms. This increase reflects York Region's ability to attract high quality employers as a preferred business location in the GTA.

The York Region Employment Survey, upon which the Employment & Industry Report 2008 is based, is one of only a few surveys of its kind in all of Ontario. The information gathered through the survey is used to better understand the Regional economy, to forecast employment trends as well as monitoring economic development goals.

AREA MUNICIPAL PROFILES

Aurora

Aurora Highlights:

- Population in 2008: 51,100
- Jobs in survey area in 2008: 18,100*
- Businesses in survey area in 2008: 1,000
- Major employment sector in 2008: Manufacturing, 19.9%
- Fastest-growing employment sector 2007-2008: Business Services, 112.1%
- Fastest-growing employment sector 1998-2008: Health Care & Social Assistance, 8.6% (avg. annual)

Annual employment growth (2007-2008): 0.7%
Annual business growth (2007-2008): -0.5%
Average annual employment growth (1998-2008): 5.1%
Average annual business growth (1998-2008): 1.9%

*Excludes Farm and home-based businesses
Note: Employment growth is calculated within the 2008 Survey Areas.

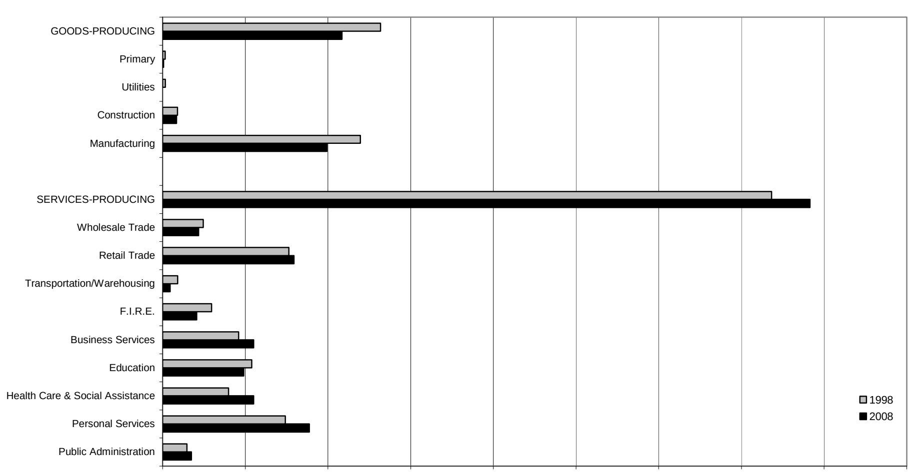
Employment Overview

The 2008 employment survey contacted businesses within all non-residential traffic zones in the Town of Aurora. These areas accounted for an estimated 11,000 jobs in 1998, and have grown to an estimated 18,100 jobs in 2008. This represents an increase of approximately 7,100 jobs or 65% during the ten year span. The majority of the jobs in the Town of Aurora are full-time, which accounted for an estimated 12,900 of the total jobs in the area.

Employment by Sector

Sectoral employment in Aurora has remained relatively uniform between 1998 and 2008. The largest grouping of sectors in Aurora are services-producing businesses, which account for 78.3% of all Aurora employment and 87.8% of all businesses. Within this grouping, major employment sectors include personal services (17.7% of total jobs), retail trade (15.9%), health care and social assistance (11.0%), and business services (11.0%) (see Figure 11).

Figure 11
Distribution of Employment by Industry, Aurora, 1998 & 2008



F.I.R.E.: Finance, insurance, real estate & leasing.
Business Services: Professional, Scientific & Technical Services and Management, Administration and Other Support Services.
Personal Services: Information, Culture & Recreation; Accomodation & Food Services; and Other Services.

Note: Data based on comparable areas surveyed in 1998 and 2008 York Region Employment Surveys.
Excludes most home and farm-based businesses.
Jobs with an unclassified business activity have been redistributed based on the distribution of known industries
Source: York Region Planning & Development Services Department, 2008.

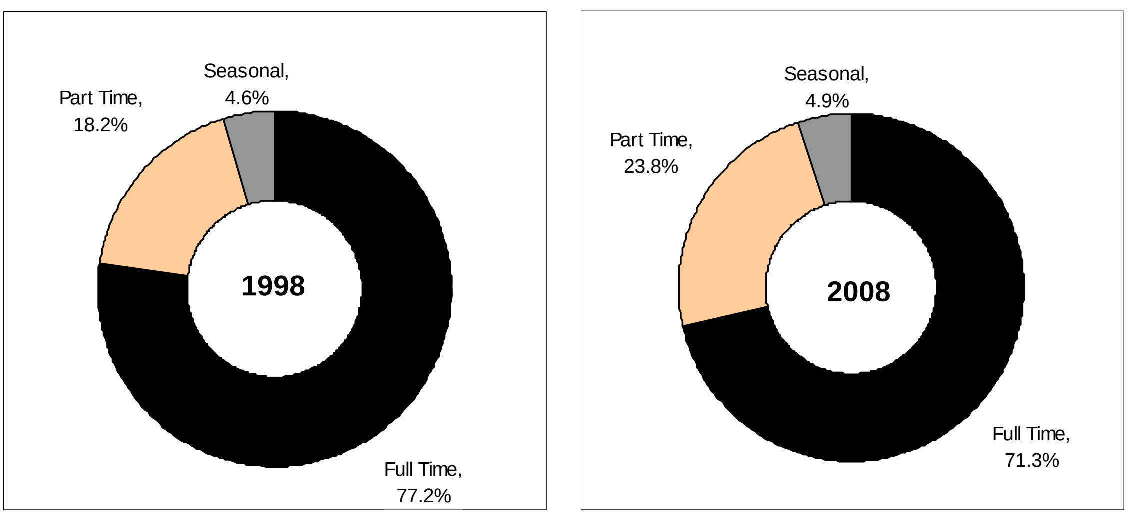
Manufacturing is the primary employer in Aurora, accounting for 19.9% of jobs. Within the manufacturing sector, motor vehicle parts manufacturing and printing and related support activities are the dominant subsectors, accounting for approximately 40% and 10% of manufacturing employment, respectively.

Among all employment sectors, the health care & social assistance sector experienced the largest percentage increase in Aurora since 1998, more than doubling employment totals over the ten-year period due to an average annual growth rate of 8.6%. Personal services was the second fastest growing sector in Aurora, also nearly doubling employment totals over the same period, at an average annual growth rate of 7.0%. The utilities sector experienced the largest percentage decrease in employment since 1998, down approximately 92% from a very small employment base, resulting in a loss of 33 jobs.

Employment by Type of Worker

The percentage of full-time employment decreased in Aurora between 1998 and 2008, dropping from 77.2% in 1998 to 71.3% in 2008 (see Figure 12). In contrast, the proportion of part-time jobs in Aurora increased during this period. As of 2008, part-time employment accounted for 23.8% of total employment, up from 18.2% ten years prior. This increase in part-time employment is likely attributable to an increase in the number of retail and personal services-based employment, which typically employ a larger proportion of part-time workers than industrial or office firms. This increase in the proportion of part-time employment is consistent with Regional trends.

Figure 12
Employment Distribution by Type of Worker, Aurora, 1998 & 2008



Source: York Region Planning & Development Services Department, 2008.

Business Overview

The number of businesses in the surveyed areas increased 20.9% since 1998, or 1.9% on an average annual basis.

Business Mobility

Annual business mobility was low in Aurora (compared to the Region), with approximately 80 businesses either relocating or closing in 2008. Notwithstanding, the areas surveyed experienced a net increase in employment and a slight decrease in the number of businesses between 2007 and 2008. In total, 5 net firms were lost in 2008, and approximately 120 jobs gained.

Businesses by Size

Small firms made up the majority of Aurora's businesses in 2008, accounting for approximately 83% of total businesses (see Table 9). This figure is down slightly from 1998 levels due to the addition and/or growth of medium and large-sized firms. This increase in medium and large businesses is consistent with the Regional trend, and highlights the Region as an attractive destination for larger businesses.

Table 9
Businesses by Size, Aurora, 1998 & 2008

Business Size Category	1998	2008
Small (1-19 employees)	740	870
Medium (20-99 employees)	100	140
Large (100-499 employees)	20	30
Very Large (500+ employees)	0	3
Total	**860**	**1,040**

Notes: Excludes farm and home-based businesses. Totals may not add due to rounding.
Source: York Region Planning and Development Services Department, 2008.

The proportion of medium, large and very large-sized businesses in Aurora all increased between 1998 and 2008. Combined, these medium to very large businesses make up nearly 17% of all businesses in Aurora in 2008, as opposed to 14% in 1998.

Major Employers

Major employers in Aurora include:

- State Farm Insurance
- Magna International
- Quebecor World
- Van Rob
- Genpak

Development Activity

Total non-residential building permit values in Aurora were $84.9 million for the first 10 months of 2008, an increase over the $54.0 million for the same period in 2007. The majority of the permits issued were in the commercial sector, which was valued at $25.2 million.

Table 10 highlights some of the larger businesses that opened in Aurora in 2008:

Table 10
Recently Opened Businesses, Aurora, 2008

Business Name	Land Use	Building Size
Walmart	Retail	305,971 sq. ft
Smart Centres – Phase 1	Retail	90,975 sq. ft.

Source: Town of Aurora

A number of businesses were under construction in Aurora in 2008. Table 11 summarizes the larger firms that were under construction over the past year.

Table 11
Businesses Under Construction, Aurora, 2008

Business Name	Land Use	Building Size
Smart Centres – Phase 2	Retail	209,014 sq. ft
NCI Marketing	Office/Warehouse	98,974 sq. ft.
Mainstay Hotel	Hotel	56,349 sq. ft.
Aurora Gateway Centre	Retail	44,831 sq. ft.

Source: Town of Aurora

East Gwillimbury

East Gwillimbury Highlights:

- Population in 2008: 23,100
- Jobs in survey area in 2008: 5,580*
- Businesses in survey area in 2008: 460
- Major employment sector in 2008: Retail Trade, 27.9%
- Fastest-growing employment sector 2007-2008: Wholesale Trade, 65.0%
- Fastest-growing employment sector 1998-2008: Retail Trade, 15.4% (average annual growth rate)

Annual employment growth (2007-2008): 6.6%
Annual business growth (2007-2008): 2.2%
Average annual employment growth (1998-2008): 7.1%
Average annual business growth (1998-2008): 3.2%

*Excludes Farm and home-based businesses
Note: Employment growth is calculated within the 2008 Survey Areas.

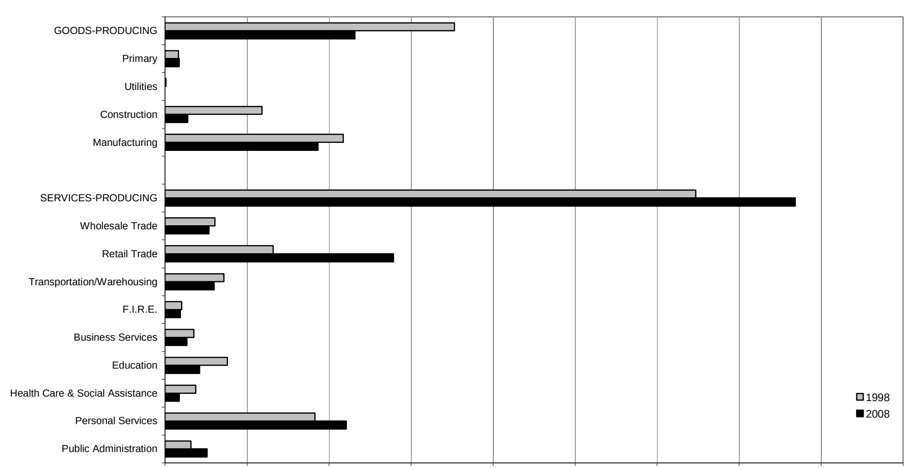
Employment Overview

The 2008 employment survey contacted businesses within all non-residential traffic zones in the Town of East Gwillimbury. Employment in East Gwillimbury has grown at a rapid rate, nearly doubling (98% increase) since 1998. Much of this increase in employment can be attributed to growth in both retail trade and personal services (including accommodation and food services), which accounted for nearly 69% of new employment in the area during this time. This is the result of the recent development of retail stores, restaurants and services within the Yonge Street/Green Lane Commercial Centre.

Employment by Sector

Employment in East Gwillimbury is dominated by service-based employment, which accounts for 76.8% of all jobs (see Figure 13). Dominant services-producing sectors include retail trade and personal services, which account for 27.9% and 22.1% of total employment, respectively. In East Gwillimbury, the service-producing sector experienced a substantial increase in its proportion of total employment, by over 12% since 2008.

Figure 13
Distribution of Employment by Industry, East Gwillimbury, 1998 & 2008



F.I.R.E.: Finance, insurance, real estate & leasing.
Business Services: Professional, Scientific & Technical Services and Management, Administration and Other Support Services.
Personal Services: Information, Culture & Recreation; Accomodation & Food Services; and Other Services.

Note: Data based on comparable areas surveyed in 1998 and 2008 York Region Employment Surveys.
Excludes most home and farm-based businesses.
Jobs with an unclassified business activity have been redistributed based on the distribution of known industries
Source: York Region Planning & Development Services Department, 2008.

Among goods-producing industries, manufacturing is the primary employer comprising 18.7% of all jobs. Within this sector, office furniture manufacturing and cement and concrete product manufacturing are the dominant subsectors, accounting for approximately 37% and 15% of manufacturing employment, respectively.

Across all industry sectors, the fastest-growing sector in East Gwillimbury (since 1998) has been retail trade, which has increased by approximately 1,200 jobs. Personal services and public administration were the second and third-fastest growing industries, increasing by approximately 720 and 200 jobs during the same period, respectively. Construction employment in East Gwillimbury was down nearly 180 jobs between 1998 and 2008.

Employment by Community

The following analysis outlines employment trends from 1998 to 2008 in the individual communities located within East Gwillimbury.

Holland Landing

Employment activity in Holland Landing was stable, with a 1.3% increase in employment between 1998 and 2008. This employment growth was supported by a 29.8% increase in businesses during the same period. At mid-year 2008, an estimated 1,100 people were employed in approximately 120 establishments in Holland Landing.

The fastest growing industry sector in Holland Landing was the F.I.R.E sector (38.9% growth in the past ten years). Manufacturing remains the primary employer in Holland Landing, accounting for 47.8% of all employment. The second largest employer is the personal services sector, which accounted for 9.9% of all employment in the area.

Mount Albert

Employment growth in Mount Albert was strong between 1998 and 2008, posting an increase of 77.3%. The increases were most apparent between 1998 and 2002, as well as 2007 and 2008, with more moderate growth observed between 2002 and 2007. Moreover, the number of businesses in the area also increased 40.5% during the same period. The most prevalent employment sector is retail trade, which accounted for 36.6% of all employment in the area. Manufacturing was the fastest growing sector, with an increase of approximately 60 jobs since 1998.

Queensville

Employment has edged downward within the Queensville community since 1998. Queensville had 80 people working in less than 20 businesses in 2008, compared to nearly 130 employees in just over 20 businesses in 1998.

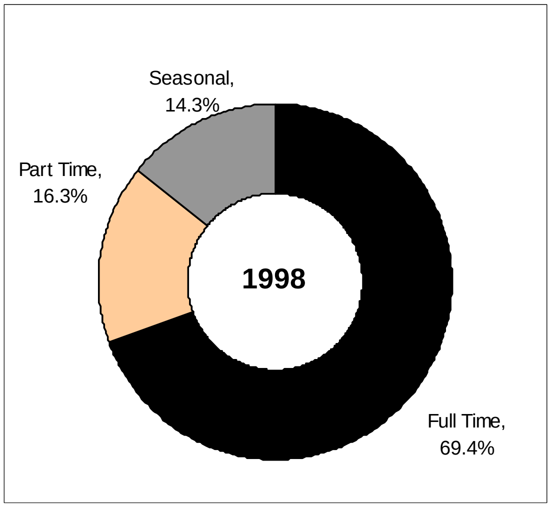
Sharon

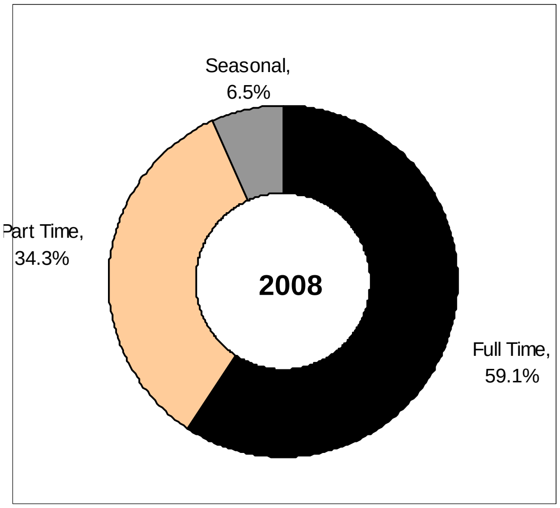
Employment in Sharon declined 28.4% between 1998 and 2008. As of 2008, there were approximately 240 people employed in less than 40 firms, down from approximately 330 people working in just under the same number of firms in 1998.

Employment by Type of Worker

East Gwillimbury has seen an increase in part-time employment between 1998 and 2008. In fact, part-time employment increased its share of total employment to 34.3%, up from 16.3%, which is reflective of an increase in part-time employment between 1998 and 2008 of approximately 1,500 jobs (see Figure 14). This increase is the result of strong growth in the retail trade sector. While full-time employment totals increased from 1998 to 2008, its proportion of overall employment dropped over 10% during the same period.

Figure 14
Employment Distribution by Type of Worker, East Gwillimbury, 1998 & 2008





Source: York Region Planning & Development Services Department, 2008.

Business Mobility

Business mobility in East Gwillimbury was low between 2007 and 2008 (4%), with a net increase of 10 businesses and nearly 350 jobs.

Businesses by Size

Table 12 outlines the distribution of businesses in East Gwillimbury by the number of employees. The vast majority of businesses in the survey area are small businesses, which account for 89.0% of businesses. This is a slight decrease from the 91.1% of small businesses reported in 1998, and is indicative of a strong small business base in the town. Larger firms increased from 3 firms in 1998 to 13 firms in 2008, or 2.8% of all firms.

Table 12
Businesses by Size, East Gwillimbury, 1998 & 2008

Business Size Category	1998	2008
Small (1-19 employees)	310	410
Medium (20-99 employees)	25	40
Large (100-499 employees)	3	13
Very Large (500+ employees)	0	0
Total	**340**	**460**

Notes: Excludes farm and home-based businesses. Totals may not add due to rounding.
Source: York Region Planning & Development Services Department, 2008.

Major Employers

Major employers in East Gwillimbury include:

- Kasai Canada
- Dynamic Suspensions (a division of Multimatic Inc)
- Inscape
- Famous Players
- Costco
- The Keg Restaurant
- Architectural Precast Systems Incorporated
- The Real Canadian SuperStore

Development Activity

Total non-residential building permit values in East Gwillimbury were $2.0 million for the first 10 months of 2008. The majority of the permits issued were in the industrial sector, which was valued at $1.1 million.

Tables 13 and 14 provide an overview of some of the larger developments that either opened or were under construction in East Gwillimbury in 2008.

Table 13
Recently Opened Businesses, East Gwillimbury, 2008

Business Name	Land Use	Building Size
Lowes	Commercial	13,161 sq.m
Princess Auto	N/A	2,200 sq.m
Lewis Motors	N/A	2,630 sq.m
Marble Slab	Commercial	150 sq.m
Subway Subs	Commercial	150 sq.m
Dental Office	Office	150 sq.m

Source: Town of East Gwillimbury

Table 14
Businesses Under Construction, East Gwillimbury, 2008

Business Name	Land Use	Building Size
Building "F"	N/A	2,053 sq.m

Source: Town of East Gwillimbury

Georgina

- **Georgina Highlights:**
- Population in 2008: 46,600
- Jobs in survey area in 2008: 7,000*
- Businesses in survey area in 2008: 730
- Major employment sector in 2008: Personal Services, 26.4%
- Fastest-growing employment sector 2007-2008: Construction, 19.8%
- Fastest-growing employment sector 1998-2008: Business Services, 6.4% (average annual growth)

Annual employment growth (2007-2008): 0.4%
Annual business growth (2007-2008): 2.8%
Average annual employment growth (1998-2008): 3.4%
Average annual business growth (1998-2008): 1.3%

*Excludes Farm and home-based businesses
Note: Employment growth is calculated within the 2008 Survey Areas.

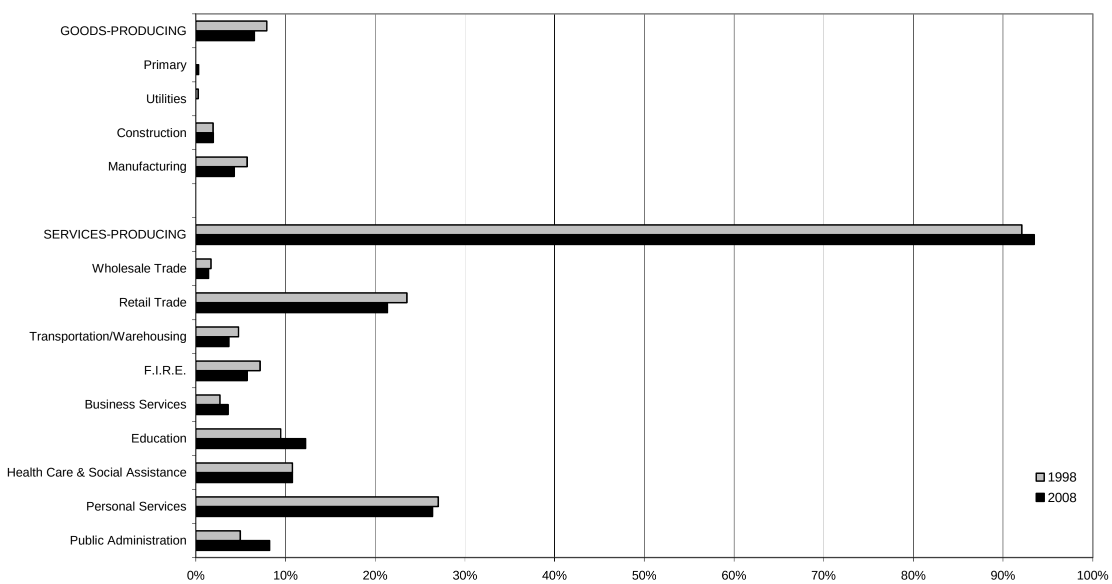
Employment Overview

The 2008 employment survey captured all non-residential areas in the Town of Georgina. In 2008, this area accounted for nearly 7,000 jobs, representing an increase of 39.3% between 1998 and 2008, consistent with the Regional average.

Employment by Sector

Georgina's economy is predominantly service-producing, reflecting the large presence of tourism and population-based employment in the area. Services-producing jobs accounted for 93.5% of all jobs in 2008 (see Figure 15). The majority of jobs within the service sector are in personal services and retail trade, accounting for 26.4% and 21.4% of all jobs, respectively.

Figure 15
Distribution of Employment by Industry, Georgina, 1998 & 2008



F.I.R.E.: Finance, insurance, real estate & leasing.
Business Services: Professional, Scientific & Technical Services and Management, Administration and Other Support Services.
Personal Services: Information, Culture & Recreation; Accomodation & Food Services; and Other Services.

Note: Data based on comparable areas surveyed in 1998 and 2008 York Region Employment Surveys.
Excludes most home and farm-based businesses.
Jobs with an unclassified business activity have been redistributed based on the distribution of known industries
Source: York Region Planning & Development Services Department, 2008.

Georgina's focus on tourism is evident through a closer look at the personal services industry sector. Within this grouping, food services and drinking places made up 42% of employment in the personal services sector.

Among goods-producing industries, manufacturing was the primary employer with 4.3% of Georgina's total employment in 2008.

Business Services is one of the fastest growing employment sectors in Georgina since 1998, rising 86.7%. Employment losses were felt in the utilities sector (losing all 13 jobs).

Employment by Community

The following analysis outlines recent employment trends occurring within the major communities in Georgina:

Keswick

Employment growth in the community of Keswick was strong between 1998 and 2008, rising 72.3%, or 5.6% on an average annual basis. During this ten-year period, 70 new businesses opened for a total of over 300 establishments employing close to 3,300 people in this community. This growth was focused primarily in the personal services and education sectors, which accounted for almost half of the total growth in the area since 1998.

Employment in the area was dominated by service-producing businesses, which accounted for 95.2% of all employment in the area. Much of this employment is in traditional population-related employment sectors, such as retail (27.5%), personal services (24.5%), education (17.3%), and health care and social assistance (9.6%). The proposed Keswick Business Park is expected to attract significant employment to the area, with a long-term job potential of approximately 7,500 – 8,000 jobs.

Pefferlaw

Employment in Pefferlaw declined at an average annual rate of 4.2% over the last ten years, but increased by 2.0% from 2007 to 2008. As of 2008, over 350 persons were employed at approximately 70 separate firms in Pefferlaw. Most of the jobs lost since 1998 were in the manufacturing and personal services sectors, due in part to the closure of a small numbers of businesses and the downsizing of others.

Despite their declines, personal services and manufacturing remain the dominant employment sectors in Pefferlaw, employing 38.0% and 22.9% of the workforce, respectively.

Sutton

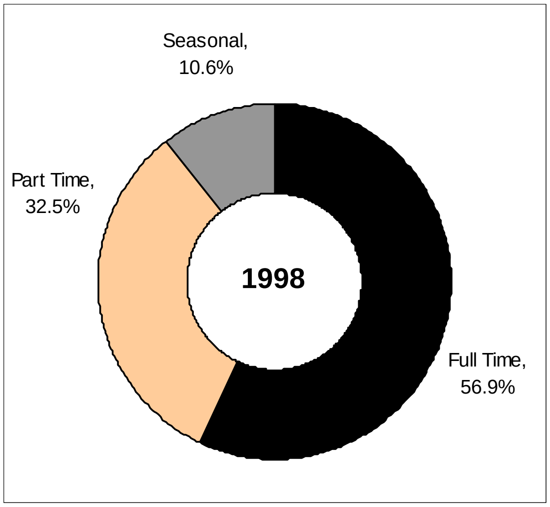
The community of Sutton experienced a 19.0% increase in employment between 1998 and 2008, or 1.8% on an average annual basis. As of mid-year 2008, approximately 180 businesses in Sutton employed over 1,700 persons.

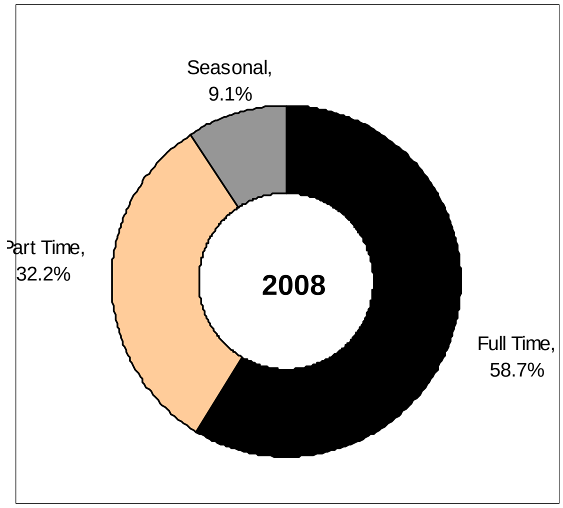
The Sutton economy is heavily service-oriented, with service-producing sectors responsible for 98.4% of employment. Personal services accounted for 35.0% of Sutton's employment in 2008, followed by retail trade at 23.4%.

Employment by Type of Worker

The distribution of jobs by type of worker remained relatively unchanged in Georgina between 1998 and 2008. Full-time employment now comprises 58.7% of all employment in the survey areas, up slightly from 56.9% in 1998 (see Figure 16). This increase in full-time employment is inconsistent with Regional trends. However, the total percentage of full-time employment is much lower than the Regional average, and the gains bring the distribution more in line with York Region.

Figure 16
Employment Distribution by Type of Worker, Georgina, 1998 & 2008





Source: York Region Planning & Development Services Department, 2008.

Part-time employment was stable, at approximately 32% of employment in both 1998 and 2008. This relatively high rate of part-time employment is expected with the large amount of employment in both the retail and personal service sectors. These sectors traditionally are more likely to hire part-time or seasonal employees.

Business Overview

The total number of businesses in Georgina has increased by 13.6% since 1998, or at an average annual rate of 1.3%. At mid-year 2008, there were an estimated 730 businesses in Georgina.

Business Mobility

The rate of business mobility in Georgina remained relatively stable, with a net gain of 60 jobs and approximately 20 businesses in 2008.

Businesses by Size

While the vast majority of firms in Georgina employed less than 20 employees in 2008, the proportion of medium and large-sized firms increased between 1998 and 2008. As a result of the growth of 25 medium-sized businesses and 6 large-sized businesses, medium to large-sized firms accounted for 10.6% of businesses in Georgina in 2008 (up from 7.3% in 1998) (see Table 15).

Although the total number of businesses in the survey area is relatively small, the increasing share of medium and large-sized businesses indicates the presence of a healthy economy, as existing businesses expand their workforce and larger new businesses are attracted to the area.

Table 15
Businesses by Size, Georgina, 1998 & 2008

Business Size Category	1998	2008
Small (1-19 employees)	600	660
Medium (20-99 employees)	40	65
Large (100-499 employees)	6	12
Very Large (500+ employees)	0	0
Total	**650**	**730**

Notes: Excludes farm and home-based businesses. Totals may not add due to rounding,
Source: York Region Planning & Development Services Department, 2008.

Major Employers

Major employers in the area include:

- The Briars Resort
- Zehrs Market
- Georgina Association for Community Living
- Simcoe Coach Lines
- Canadian Tire

Development Activity

Total non-residential building permit values in Georgina were $12.1 million for the first 10 months of 2008, an increase from the $4.9 million for the same period in 2007.

Table 16 provides an overview of some of the larger developments that opened and/or expanded in the Town of Georgina in 2008.

Table 16
Recently Opened Businesses, Georgina, 2008

Business Name	Land Use	Building Size
Home Hardware (Sutton)	Retail	15,000 sq. ft
Home Hardware (Keswick)	Retail	13,000 sq. ft
Bulk Barn	Retail	3,000 sq. ft

Source: Town of Georgina

Table 17
Businesses Under Construction, Georgina, 2008

Business Name	Land Use	Building Size
Boston Pizza	Retail	6,000 sq. ft

Source: Town of Georgina

King

- **King Highlights:** Annual employment growth (2007-2008): 2.2%
- Population in 2008: 20,400 Annual business growth (2007-2008): -0.7%
- Jobs in survey area in 2008: 5,900* Average annual employment growth (1998-2008): 4.4%
- Businesses in survey area in 2008: 400 Average annual business growth (1998-2008): 3.0%
- Major employment sector in 2008: Personal Services, 17.1%
- Fastest-growing employment sector 2007-2008: Finance, Insurance & Real Estate, 56.7%
- Fastest-growing employment sector 1998-2008: Wholesale Trade, 13.5% (average annual growth)

*Excludes Farm and home-based businesses
Note: Employment growth is calculated within the 2008 Survey Areas.

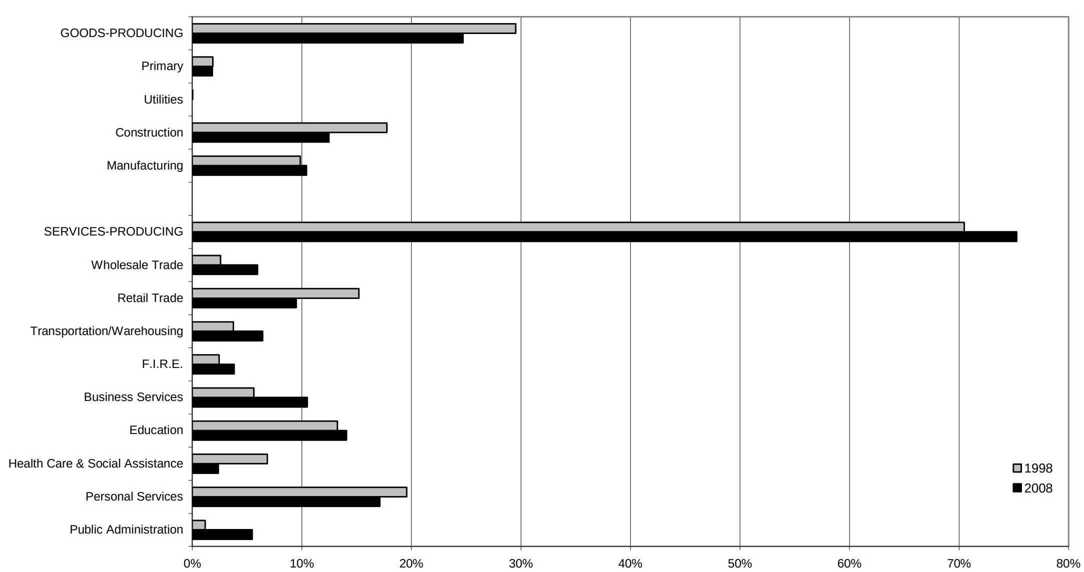
Employment Overview

In 2008, all businesses (excluding farm and home-based businesses) in the Township of King were included in the employment survey, including the communities of King City, Nobleton and Schomberg. In 1998, these areas accounted for approximately 3,800 jobs in King; by 2008, the number of jobs had grown by over 50% to an estimated 5,900 jobs.

Employment by Sector

Between 1998 and 2008, sectoral employment in the Township of King has seen a push towards more service-producing industries, with a 4.5% increase in this sector's share of total employment (see Figure 17). Dominant service-producing industries in King Township include personal services, education and retail trade.

Figure 17
Distribution of Employment by Industry, King, 1998 & 2008



F.I.R.E.: Finance, insurance, real estate & leasing.
Business Services: Professional, Scientific & Technical Services and Management, Administration and Other Support Services.
Personal Services: Information, Culture & Recreation; Accomodation & Food Services; and Other Services.

Note: Data based on comparable areas surveyed in 1998 and 2008 York Region Employment Surveys.
Excludes most home and farm-based businesses.
Jobs with an unclassified business activity have been redistributed based on the distribution of known industries
Source: York Region Planning & Development Services Department, 2008.

Construction was the largest employer among goods-producing industries in 2008, accounting for 12.5% of total employment, down from the 17.8% it accounted for in 1998. King is the only municipality in the Region where manufacturing's share of total municipal employment has increased from 1998 to 2008 (from 9.9% in 1998 to 10.4% in 2008). This is due to the arrival of five manufacturing firms since 1998, coupled with an expanded labour force among existing manufacturers.

Across all sectors, personal services was the dominant sector in King Township, accounting for 17.1% of employment. Within this sector, amusement and recreation industries was the largest subsector. Further analysis shows that King's five golf courses account for the majority of employment within the amusement and recreation subsector.

Since 1998, business services, public administration, and wholesale trade were the fastest growing sectors in King, growing 400 jobs, 275 jobs, and 250 jobs respectively over the past ten years. In contrast, employment losses were felt in the health care and social assistance and utilities sectors. Health care and social assistance dropped at an average annual rate of 6.1% (or 124 jobs total), while the utilities sector has dropped to zero.

Employment by Community

King City

Employment in the community of King City rose at an annual rate of 3.4% since 1998. Meanwhile, the number of total businesses in the area grew 6.0% annually during the same period. As of 2008, there were 1,360 people working in close to 90 firms in King City, which has increased from the approximately 970 people working in 50 firms surveyed in 1998. Employment in the area is dominated by the construction sector, which employed 23.0% of the workforce. This is the partly the result of Robert B Somerville Construction, a major employer in the Township. The public administration and transportation and warehousing sectors were the second and third most common employers with 18.2% and 13.3% of workers, respectively.

The largest growth sector in King City was public administration, which is attributable to the relocation of the King Township Municipal Offices to King City since 1998. As a result, the growth of this sector should be viewed as more of a transfer of employment from one area to another rather than a net gain. Substantial increases between 1998 and 2008 were seen in the sectors of: public administration (+250 jobs), transportation/warehousing (+170 jobs), personal services (+90 jobs), education (+80 jobs), F.I.R.E (+40 jobs) and business services (+30 jobs).

Nobleton

Employment in Nobleton increased at an average annual rate of 2.9% since 1998, while business growth averaged 1.9%. Nobleton employed nearly 570 people in over 90 firms in 2008, compared to approximately 420 employees in less than 80 firms ten years ago. Personal services and retail trade were the primary and secondary employment sectors in Nobleton in 2008, accounting for 26.0% and 20.8% of employment, respectively.

The fastest growing industry sector was the transportation/warehousing sector, which increased at an average annual rate of 18% (for a net gain of 17 jobs) since 1998. The second-highest increase was felt in the education sector, which rose at a rate of 10.5% per year (to gain 70 jobs) during the same period.

Schomberg

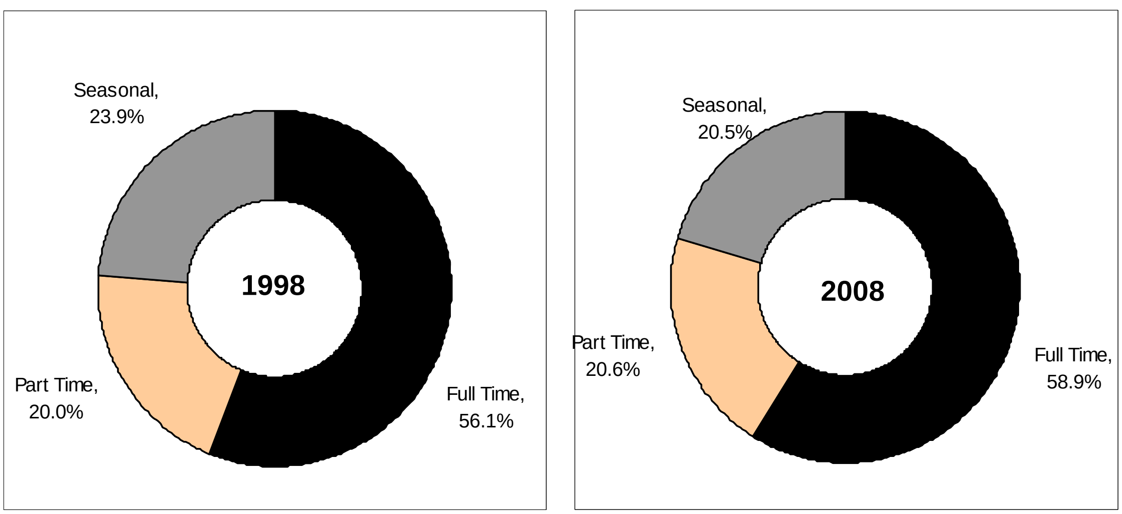
The community of Schomberg experienced an increase in both the number of employees and the number of businesses in the area between 1998 and 2008. Employment totals more than doubled over the ten years, while the number of businesses rose more moderately, at an average annual rate of 1.9% during the same period. As of 2008, there were almost 1,200 people working in approximately 100 firms.

The largest employment gains were seen in the construction and manufacturing sectors, which grew at impressive average annual rates of 20.2% (210 jobs) and 9.5% (260 jobs) respectively during the ten year span. This resulted in strong growth in goods-producing industries, which more than tripled (+470 jobs) due to an average annual growth rate of 12.3%. This is significantly stronger growth than in service-producing sectors, which grew more in line with Regional averages at 3.0% per year (+130 jobs) since 1998. Manufacturing and retail trade accounted for the majority of employment in Schomberg, with manufacturing employing 36.3% of the workforce and retail trade employing 22.3%.

Employment by Type of Worker

Employment by type of worker remained relatively stable in the Township of King, with full-time employment increasing to 58.9% of jobs in 2008, compared to 56.1% in 1998 (see Figure 18). Part-time employment remained relatively stable between 1998 and 2008 at 20.6%, while seasonal employment decreased 3.4% from 23.9% in 1998 to 20.5% in 2008.

Figure 18
Employment Distribution by Type of Worker, King, 1998 & 2008



Source: York Region Planning & Development Services Department, 2008.

Business Overview

The number of businesses in King Township increased 33.8% since 1998, or 2.7% at an average annual rate. As of mid-year 2008, there were over 400 firms in the area.

Business Mobility

Business mobility in King was low at approximately 7%, with a net loss of 2 businesses within the Township of King for 2008.

Businesses by Size

The distribution of businesses by size remained relatively stable in King Township between 1998 and 2008 (see Table 18).

Table 18
Businesses by Size, King, 1998 & 2008

Business Size Category	1998	2008
Small (1-19 employees)	270	350
Medium (20-99 employees)	25	45
Large (100-499 employees)	8	16
Very Large (500+ employees)	1	0
Total	**300**	**400**

Notes: Excludes farm and home-based businesses. Totals may not add due to rounding.
Source: York Region Planning & Development Services Department, 2008.

Major Employers

Major employers in King Township include:

- Showa Canada Incorporated
- Seneca College
- The Kingbridge Centre
- BC Instruments Inc
- Robert B. Somerville
- Brookdale Treeland Nurseries Limited
- Cardinal Golf Club
- Clublink
- First Student Bus Lines

Development Activity

Total non-residential building permit values in King were nearly $15 million for the first 10 months of 2008, a decrease from just over $20 million recorded during the same period in 2007.

Table 19 provides an overview of some of the larger developments that opened and/or expanded in the Township of King in 2008.

Table 19
Recently Opened Businesses, King, 2008

Business Name	Land Use	Building Size
Schomberg Hypnosis Centre (Schomberg)	Commercial	N/A
The Sample Boutique (King City)	Commercial	N/A
Carlida Sales (Schomberg)	Commercial	N/A
Susan's Smile Centre(Pottageville)	Commercial	N/A
Natural Path Spa (Nobleton)	Commercial	N/A
China Hut Restaurant (King City)	Commercial	N/A
Woodland Dental Hygiene (King City)	Commercial	N/A
Rockfords Bar & Grill (King City)	Commercial	N/A
Priestly Demoltion (Kettleby)	Industrial	N/A
The House – Nobleton (Nobleton)	Commercial/Retail	N/A
The White Room (Schomberg)	Commercial	N/A
Canine Cuts (Nobleton)	Commercial	N/A
Capri MediSpa (Nobleton)	Commercial	N/A
Montessori School (King City)	Commercial	N/A
King City Walk In-Clinic (King City)	Commercial	N/A

Source: Township of King

Developments under construction in 2008 are summarized in Table 20.

Table 20
Businesses Under Construction, King, 2008

Business Name	Land Use	Building Size
Canadian Krown Rustproofing Training Centre & Head Office (Schomberg)	Office/Industrial	12,674 sq. ft
Tagg Industries (Schomberg)	Office/Industrial	2,500 sq ft. expansion
Yonge Street Self Storage	Commercial	4,300 sq. ft expansion
Showa Canada	Industrial	30,138 sq. ft expansion
Cardinal Golf – Club House & Cart Storage Shed	Commercial	14,812 sq. ft
Schomberg Sheet Metal	Industrial	3,500 sq. ft expansion
Accrue Contracting Ltd.	Industrial	5,995 sq. ft

Source: Township of King

Markham

- **Markham Highlights:** Annual employment growth (2007-2008): 2.5%
- Population in 2008: 293,700 Annual business growth (2007-2008): -0.3%
- Jobs in survey area in 2008: 137,100* Average annual employment growth (1998-2008): 3.1%
- Businesses in survey area in 2008: 8,300 Average annual business growth (1998-2008): 2.6%
- Major employment sector in 2008: Business Services, 26.7%
- Fastest-growing employment sector 2007-2008: F.I.R.E., 48.3%
- Fastest-growing employment sector 1998-2008: F.I.R.E., 7.6% (average annual growth)

*Excludes Farm and home-based businesses
Note: Employment growth is calculated within the 2008 Survey Areas.

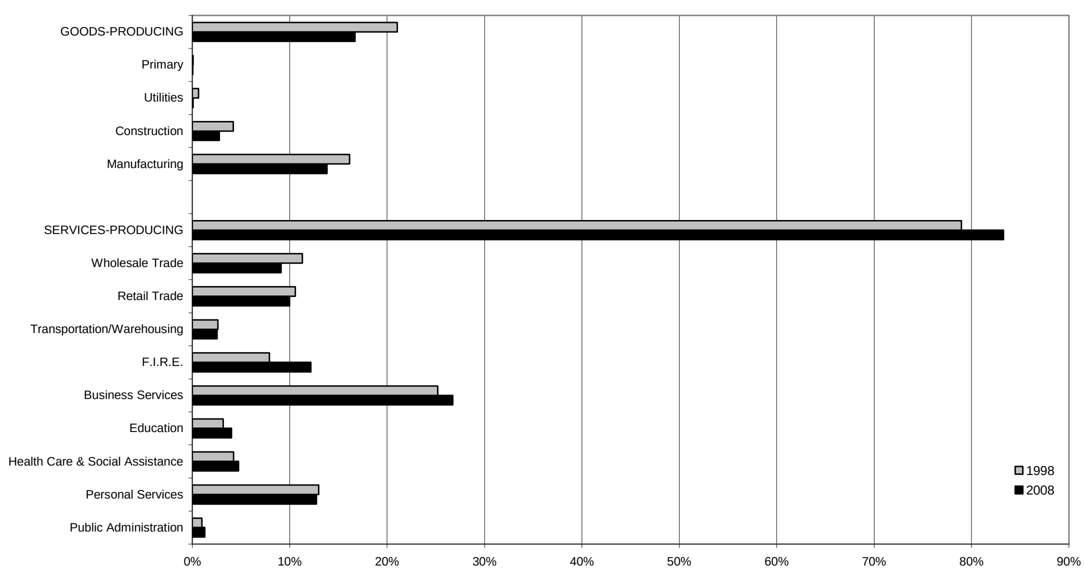
Employment Overview

In 2008, all businesses (excluding farm and home-based businesses) in the Town of Markham were included in the employment survey. Employment in the Town of Markham accounted for approximately 137,100 jobs in 2008. This level of employment translates into job growth of 35% since 1998.

Employment by Sector

Service-based employment in Markham accounted for 83.3% of all jobs in the survey area in 2008 (see Figure 19). This proportion is relatively stable when compared to 1998 levels, when service-based employment accounted for 79.0% of employment.

Figure 19
Distribution of Employment by Industry, Markham, 1998 & 2008



F.I.R.E.: Finance, insurance, real estate & leasing.
Business Services: Professional, Scientific & Technical Services and Management, Administration and Other Support Services.
Personal Services: Information, Culture & Recreation; Accomodation & Food Services; and Other Services.

Note: Data based on comparable areas surveyed in 1998 and 2008 York Region Employment Surveys.
Excludes most home and farm-based businesses.
Jobs with an unclassified business activity have been redistributed based on the distribution of known industries
Source: York Region Planning & Development Services Department, 2008.

Among service-producing industries, the business services sector is the single-largest employer, accounting for 26.7% of total employment in the survey areas. Within Markham's business services sector, computer systems design and related services was the dominant subsector, accounting for 21.6% of business services employment.

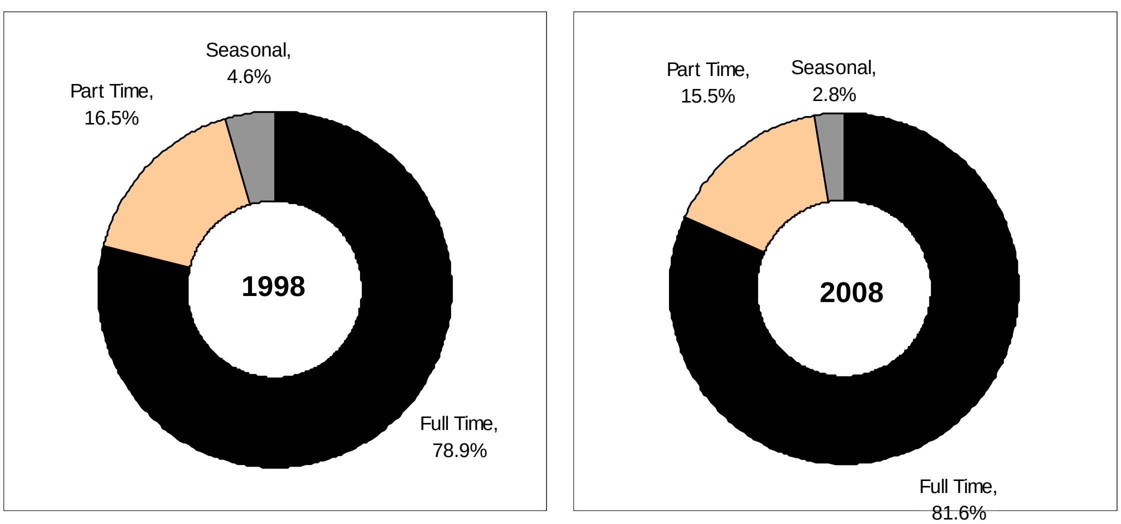
Within goods-producing industries, manufacturing is the dominant employer, accounting for 13.8% of jobs. A major subsector of Markham's manufacturing employment is computer and electronic product manufacturing, which accounts for 15% of the sector.

The F.I.R.E sector was the fastest growing employment sector in the survey area during both the 1998 to 2008 and 2007 to 2008 periods. F.I.R.E. is the only sector in Markham that has more than doubled employment totals since 1998. The public administration sector was the second fastest growing employment sector growing at an average annual rate of 5.8% since 1998. The utilities and primary sectors experienced declines in employment, with average annual losses of 17.5% and 2.4%, respectively, since 1998.

Employment by Type of Worker

An analysis by type of worker in the designated survey area indicated slightly higher full-time employment from 78.9% in 1998 to 81.6% in 2008, while the proportion of part-time jobs decreased slightly from 16.5% in 1998 to 15.5% in 2008 (see Figure 20).

Figure 20
Employment Distribution by Type of Worker, Markham, 1998 & 2008



Source: York Region Planning and Development Services Department, 2008.

Business Overview

Between 1998 and 2008, the total number of businesses in the surveyed areas increased 2.4% on an average annual basis. As of 2008, there were an estimated 8,300 firms in the surveyed areas.

Business Mobility

Business mobility in the Town of Markham was approximately 12%, with a net loss of 23 businesses within the Town of Markham for 2008.

Businesses by Size

The proportion of small businesses in Markham increased between 1998 and 2008, while the proportion of large and very large firms remained relatively stable (see Table 21).

Table 21
Businesses by Size, Markham, 1998 & 2008

Business Size Category	1998	2008
Small (1-19 employees)	5,400	7,100
Medium (20-99 employees)	790	970
Large (100-499 employees)	150	200
Very Large (500+ employees)	11	22
Total	**6,400**	**8,300**

Notes: Excludes farm and home-based businesses. Total may not add due to rounding.
Source: York Region Planning and Development Services Department, 2008.

Major Employers

Major employers in Markham include:

- IBM Canada Ltd
- AMEX Canada
- AMD Technologies Inc
- CGI Information System & Management Consultants Inc.
- TD Bank Financial Group, Home & Insurance
- The Miller Group
- A.C. Nielson Company of Canada Ltd
- Allstate Insurance Company of Canada

Development Activity

Total non-residential building permit values in Markham were $173.7 million for the first 10 months of 2008, an increase from the $133.5 million for the first ten months of 2007. The majority of the permits issued were in the commercial and industrial sectors, which were valued at $68.9 million and $68.3 million, respectively.

Table 22 provides an overview of some of the larger developments that opened in Markham in 2008.

Table 22
Recently Opened Businesses, Markham, 2008

Business Name	Land Use	Building Size
Peak Garden Developments	Industrial	23,100 sq. ft
17 Laidlaw Group	Industrial	15,153 sq. ft
612095 Ontario Limited	Industrial	548 sq. ft
Bayview Golf & Country Club	Industrial	5,252 sq. ft
Dufferin Concrete	Industrial	82,397 sq. ft
JM Hospitality Inc. and HDBB Investments Inc. (Homewood Suites)	Hotel	75,000 sq. ft
Kolter Properties Inc. (CGI offices building 3)	Office	222,242 sq. ft
Remington Group (Honeywell head office)	Office	150,000 sq. ft

Source: Town of Markham

A summary of some of the larger projects under construction in 2008 are provided in Table 23.

Table 23
Businesses Under Construction, Markham, 2008

Business Name	Land Use	Building Size
Honda Canada Inc.	Office	138,425 sq. ft
302 Town Centre Ltd	Office	59,589 sq. ft
Metrus Properties	Office	103,256 sq. ft

Source: Town of Markham

Newmarket

Newmarket Highlights:	
• Population in 2008: 80,900	Annual employment growth (2007-2008): 3.5%
• Jobs in survey area in 2008: 40,200*	Annual business growth (2007-2008): 7.4%
• Businesses in survey area in 2008: 2,400	Average annual employment growth (1998-2008): 2.3%
	Average annual business growth (1998-2008): 3.3%

- Major employment sector in 2008: Retail Trade, 18.2%
- Fastest-growing employment sector 2007-2008: Health Care and Social Assistance, 13.2%
- Fastest-growing employment sector 1998-2008: Business Services, 11.2% (average annual growth)

*Excludes Farm and home-based businesses
Note: Employment growth is calculated within the 2008 Survey Areas.

Employment Overview

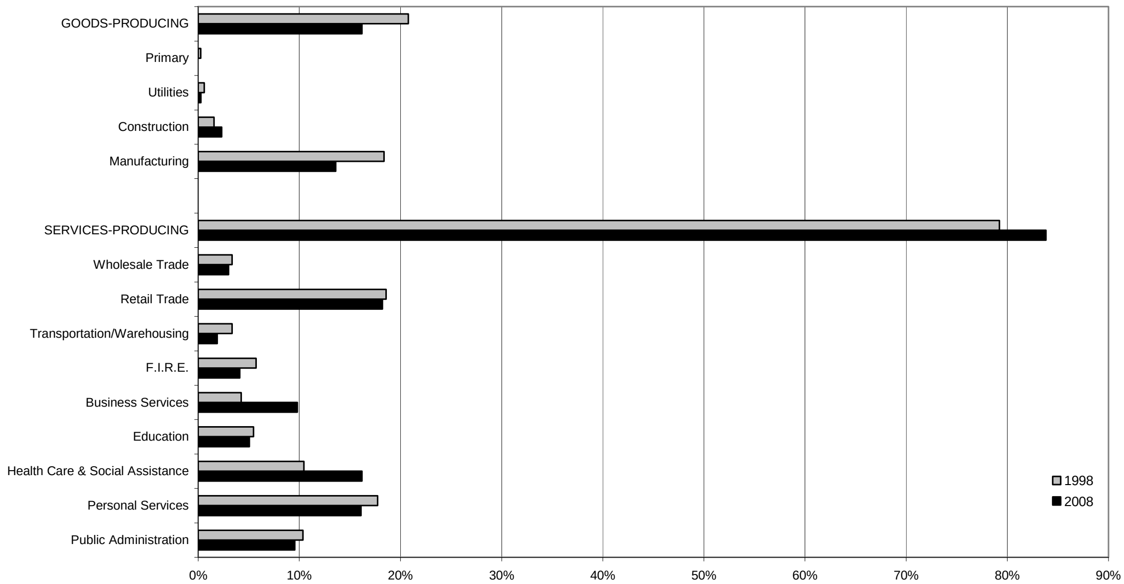
The 2008 employment survey contacted businesses within all non-residential traffic zones in the Town of Newmarket. The number of jobs in Newmarket increased at an average annual rate of 2.3% since 1998. By 2008, there were an estimated 2,400 businesses employing 40,200 people in the area.

Employment by Sector

Service-based businesses have been most prevalent in Newmarket, accounting for 83.8% of all jobs in the study area (see Figure 21). Among service-producing industries, retail trade, health care and social assistance, and personal services are the dominant sectors, accounting for 18.2%, 16.2% and 16.1% of total employment. Moreover, strong employment growth was seen in several industries including business services (11.2% average annual growth), health care & social assistance (6.9%), construction (6.5%), and retail trade (2.1%) since 1998. In addition, the Town of Newmarket is also a centre for public administration (almost 10% of total employment), which is evidenced by the presence of the York Region Administrative Centre, the RCMP and the Provincial Courthouse.

The growth in the health care and social assistance sector can be associated with the Southlake Regional Health Care Centre and its function as a regional hub for medical-related businesses in York Region. Moreover, the expansion to the hospital and the development of the new Regional Cancer Care Facility (at the hospital) will have the potential to attract further medical-related businesses to the area.

Figure 21
Distribution of Employment by Industry, Newmarket, 1998 & 2008



F.I.R.E.: Finance, insurance, real estate & leasing.
Business Services: Professional, Scientific & Technical Services and Management, Administration and Other Support Services.
Personal Services: Information, Culture & Recreation; Accomodation & Food Services; and Other Services.

Note: Data based on comparable areas surveyed in 1998 and 2008 York Region Employment Surveys.
Excludes most home and farm-based businesses.
Jobs with an unclassified business activity have been redistributed based on the distribution of known industries
Source: York Region Planning & Development Services Department, 2008.

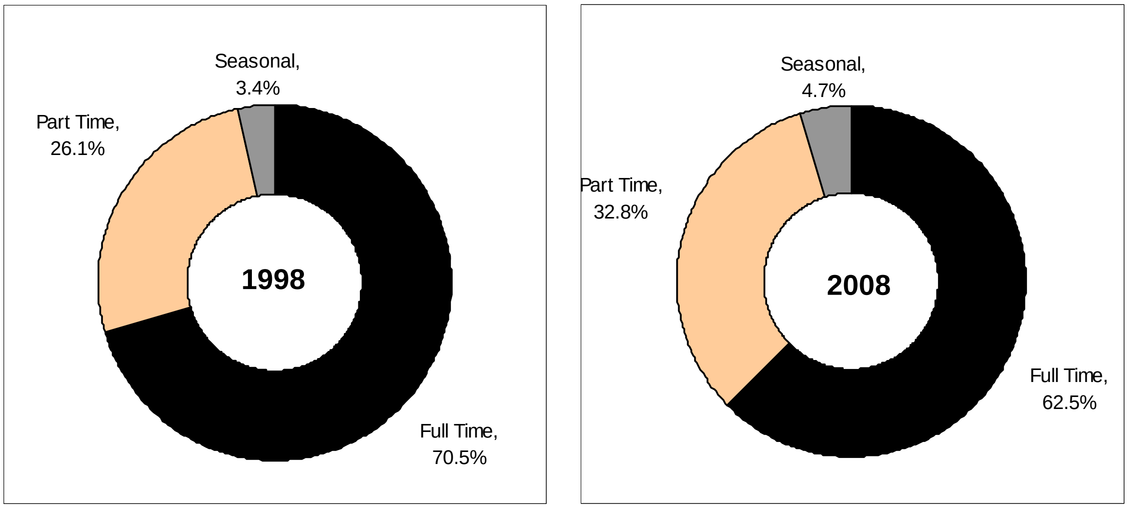
Within goods-producing industries, manufacturing is the primary employment sector, accounting for 13.6% of total employment in the area. Within the manufacturing sector, motor vehicle parts manufacturing is the principal subsector in Newmarket, accounting for over 50% of total manufacturing employment.

In addition to the strong growth amongst goods-producing sectors, strong growth was also seen in the construction sector, which experienced an employment increase of 87.4% during the ten year span since 1998. However, there were also certain industry sectors that experienced declines in employment between 1998 and 2008. Declines in employment in Newmarket were recorded in the primary sector (all 79 jobs), utilities (80 jobs), and the transportation/warehousing sector (320 jobs).

Employment by Type of Worker

While the total number of full-time jobs in Newmarket has increased, the proportion of full-time employment declined between 1998 and 2008. Full-time employment accounted for 62.5% of the workforce in 2008, down from 70.5% ten years earlier. In comparison, the share of part-time and seasonal jobs grew 6.7% and 1.3%, respectively between 1998 and 2008 (see Figure 22).

Figure 22
Employment Distribution by Type of Worker, Newmarket, 1998 & 2008



Source: York Region Planning and Development Services Department, 2008.

Business Overview

The number of businesses in the survey area increased 38.6% since 1998, or 3.3% at an average annual rate. As of mid-year 2008, there were approximately 2,400 businesses in Newmarket.

Business Mobility

Business mobility in Newmarket was low (approximately 3%), and the Town experienced a net gain of nearly 170 businesses in 2008.

Businesses by Size

An analysis of Newmarket's businesses by number of employees indicates that overall employment levels have been quite stable (see Table 24).

Table 24
Businesses by Size, Newmarket, 1998 & 2008

Business Size Category	1998	2008
Small (1-19 employees)	1,500	2,100
Medium (20-99 employees)	190	270
Large (100-499 employees)	45	55
Very Large (500+ employees)	6	6
Total	**1,700**	**2,400**

Notes: Excludes farm home-based businesses. Totals may not add due to rounding.
Source: York Region Planning & Development Services Department, 2008.

Small businesses continue to dominate Newmarket's business community, accounting for 86.3% of firms in 2008. However, it is important to note that there are a number of large firms that continue to operate in Newmarket.

Major Employers

Major employers in Newmarket include:

- Southlake Regional Heath Centre
- TS Tech Canada
- Allied International Credit
- Solectron Global Services Canada Incorporated
- Dortec Industries

Development Activity

Total non-residential building permit values in Newmarket were $15.8 million for the first 10 months of 2008. The majority of the permits issued were in the commercial sector, which was valued at $12.1 million.

An overview of some of the larger firms that opened or expanded in Newmarket within the past year is summarized in Table 25.

Table 25
Recently Opened Businesses, Newmarket, 2008

Business Name	Land Use	Building Size
Children's Aid Society	Office	25,000 sq. ft
Upper Canada Mall (Expansion)	Commercial	164,700 sq. ft
Canada Post Distribution Centre	Institutional	8,000 sq. ft
Mandarin Restaurant	Commercial	16,400 sq. ft

Source: Town of Newmarket

Table 26 provides a summary of some of the larger projects under construction in Newmarket during 2008.

Table 26
Businesses Under Construction, Newmarket, 2008

Business Name	Land Use	Building Size
Southlake Regional Health Centre (Cancer Treatment Centre)	Institutional	105,000 sq. ft
Holiday Inn Express	Hotel	71,500 sq. ft

Source: Town of Newmarket

Richmond Hill

Richmond Hill Highlights:	
• Population in 2008: 183,900	Annual employment growth (2007-2008): 0.5%
• Jobs in survey area in 2008: 55,200	Annual business growth (2007-2008): -1.8%
• Businesses in survey area in 2008: 4,100	Average annual employment growth (1998-2008): 2.9%
	Average annual business growth (1998-2008): 2.5%

- Major employment sector in 2008: Personal Services, 17.1%
- Fastest-growing employment sector 2007-2008: Business Services, 7.0%
- Fastest-growing employment sector 1998-2008: Public Administration, 9.3% (average annual growth)

*Excludes Farm and home-based businesses
Note: Employment growth is calculated within the 2008 Survey Areas.

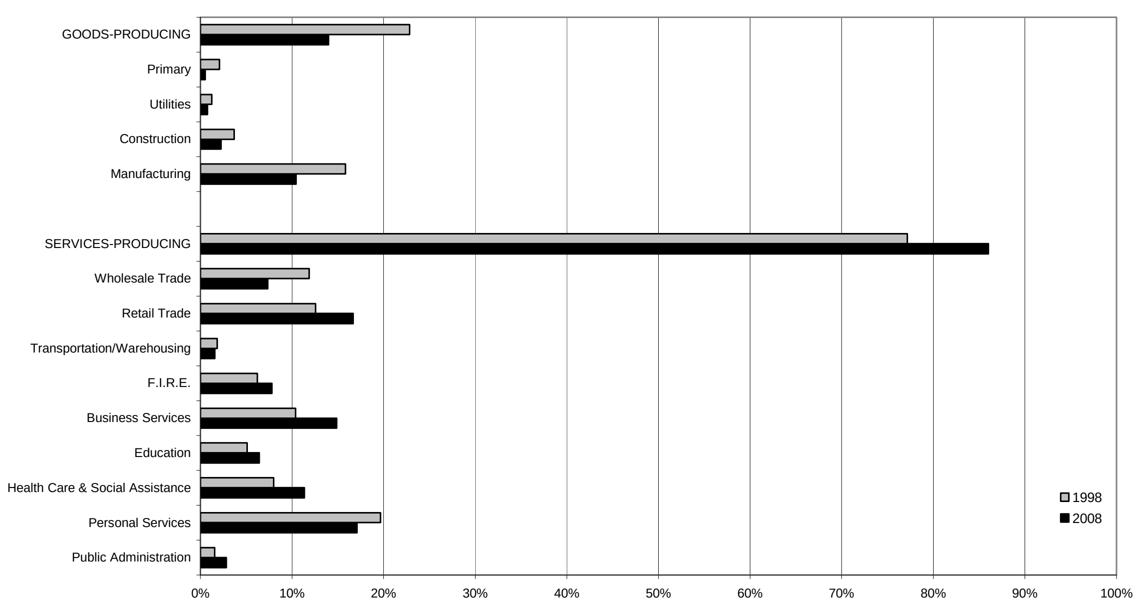
Employment Overview

The 2008 employment survey contacted businesses within all non-residential traffic zones in the Town of Richmond Hill. Employment in the designated survey areas increased by one-third since 1998, or 2.9% at an average annual rate. These areas contained an estimated 55,200 jobs as of mid-year 2008.

Employment by Sector

Employment in Richmond Hill was predominantly service-oriented in 2008, accounting for 86.0% of employment (see Figure 23).

Figure 23
Distribution of Employment by Industry, Richmond Hill, 1998 & 2008



F.I.R.E.: Finance, insurance, real estate & leasing.
Business Services: Professional, Scientific & Technical Services and Management, Administration and Other Support Services.
Personal Services: Information, Culture & Recreation; Accomodation & Food Services; and Other Services.

Note: Data based on comparable areas surveyed in 1998 and 2008 York Region Employment Surveys.
Excludes most home and farm-based businesses.
Jobs with an unclassified business activity have been redistributed based on the distribution of known industries
Source: York Region Planning & Development Services Department, 2008.

Services-producing employment was spread out across a number of sectors, with personal services accounting for 17.1% of employment in the area and retail trade and business services close behind at 16.7% and 14.9%, respectively. Within the personal services sector, restaurants were the dominant subsector, with full-service restaurants and limited service eating establishments accounting for approximately 25% and 15% of personal services employment respectively, as of 2008.

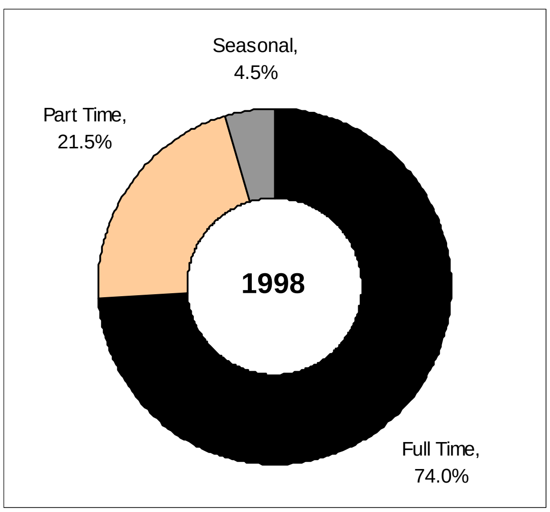
Among goods-producing industries, manufacturing was the dominant sector, comprising 10.4% of total employment in the survey area. The main manufacturing subsector within Richmond Hill's manufacturing sector was pharmaceutical and medicine manufacturing (13.6%).

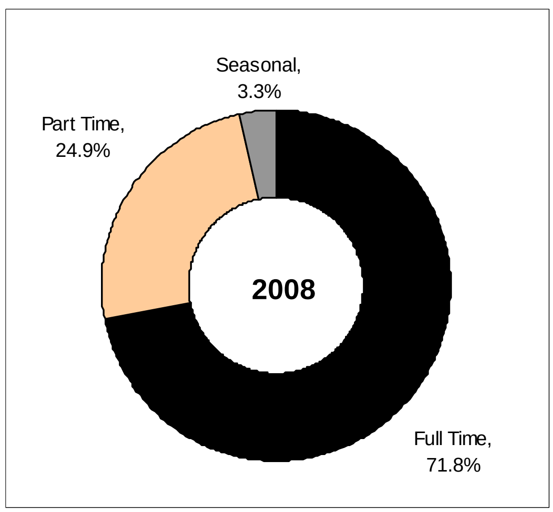
Job growth was widespread in Richmond Hill, with six sectors increasing by more than 50% between 1998 and 2008. Public administration has more than doubled their employment totals in Richmond Hill, partly attributable to a Regional office near Yonge Street & Highway 7. Business services, the fastest-growing sector from 2007 to 2008, also nearly doubled employment totals in Richmond Hill over the last ten years.

Employment by Type of Worker

The number of full-time and part-time jobs increased approximately 29% and 55% respectively between 1998 and 2008, and subsequently the proportion of full-time employment was on the decline. Seasonal employment also experienced a marginal decrease in both the number of jobs and proportion of employment. As of 2008, full-time employment accounted for 71.8% of employment in Richmond Hill, compared to 74.0% in 1998 (see Figure 24).

Figure 24
Employment Distribution by Type of Worker, Richmond Hill, 1998 & 2008





Source: York Region Planning and Development Services Department, 2008.

Business Overview

The number of firms in Richmond Hill's survey area increased 27.7% since 1998, or 2.5% at an average annual rate. As of mid-year 2008, there were an estimated 4,100 firms in Richmond Hill.

Business Mobility

Business mobility in Richmond Hill was consistent with the Regional average in 2008. Richmond Hill had a net loss of approximately 70 businesses.

Businesses by Size

Small businesses made up 86.3% of Richmond Hill's business community in 2008, as the proportion of medium and large-sized firms remained relatively stable (see Table 27).

Table 27
Businesses by Size, Richmond Hill, 1998 & 2008

Business Size Category	1998	2008
Small (1-19 employees)	2,800	3,500
Medium (20-99 employees)	340	480
Large (100-499 employees)	60	80
Very Large (500+ employees)	3	5
Total	**3,200**	**4,100**

Notes: Excludes farm and home-based businesses. Totals may not add due to rounding.
Source: York Region Planning & Development Services Department, 2008.

This growth in the number of medium and large-sized firms highlights the desirability of Richmond Hill as a business destination for both larger firms looking to locate in the Town and for existing firms to expand.

Major Employers

Major employers in Richmond Hill include:

- York Central Hospital
- Apotex
- Rogers Cable (Ontario)
- Walmart
- Sheraton Parkway Hotel and Convention Centre
- Compugen (head office)
- Staples (head office)

Development Activity

Total non-residential building permit values in Richmond Hill were nearly $85 million for the first 10 months of 2008, a decrease from the over $100 million recorded over the same period in 2007.

Table 28 summarizes a few of the larger developments that opened in Richmond Hill in 2008.

Table 28
Recently Opened Businesses, Richmond Hill, 2008

Business Name	Land Use	Building Size
GeneNews	Office	24,000 sq. ft
Pareto Corp	Office	62,000 sq. ft
Tiger Direct.ca	Office	20,300 sq. ft
Canadian Tire	Retail	58,990 sq. ft
Sobeys	Retail	56,050 sq. ft

Source: Town of Richmond Hill

A summary of some of the larger projects that were under construction in Richmond Hill in 2008 is provided in Table 29.

Table 29
Businesses under Construction, Richmond Hill, 2008

Business Name	Land Use	Building Size
Cosmo Music	Retail	55,000 sq. ft
LaRocca Creative Cakes	Retail	40,000 sq. ft
Riocan Centre	Retail	73 acres
Holiday Inn Express	Hotel	81,002 sq. ft

Source: Town of Richmond Hill

Vaughan

- **Vaughan Highlights:** Annual employment growth (2007-2008): 5.0%
- Population in 2008: 266,000 Annual business growth (2007-2008): 1.0%
- Jobs in survey area in 2008: 160,900* Average annual employment growth (1998-2008): 3.1%
- Businesses in survey area in 2008: 9,100 Average annual business growth (1998-2008): 3.1%
- Major employment sector in 2008: Manufacturing, 28.4%
- Fastest-growing employment sector 2007-2008: Construction, 16.8%
- Fastest-growing employment sector 1998-2008: Retail Trade, 8.2% (average annual growth)

*Excludes Farm and home-based businesses
Note: Employment growth is calculated within the 2008 Survey Areas.

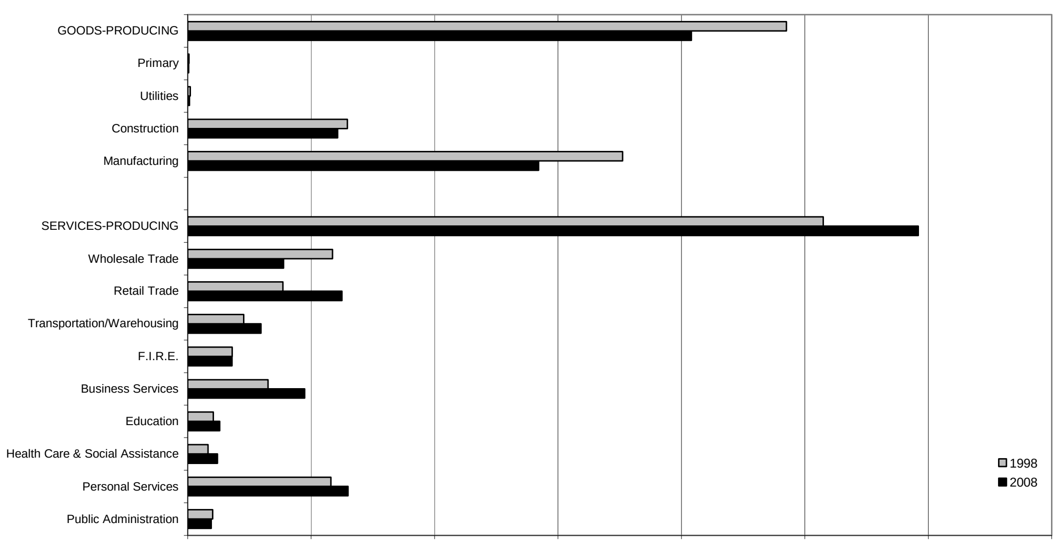
Employment Overview

The 2008 employment survey captured all non-residential areas in the City of Vaughan. Between 1998 and 2008, employment in Vaughan grew at an average annual rate of 3.1%. As of mid-year 2008, there were an estimated 160,900 jobs in Vaughan, up from 118,400 jobs in 1998.

Employment by Sector

The City of Vaughan has a relatively even distribution of both goods-producing industries and services-producing industries. In 2008, goods-producing industries accounted for 40% of employment in Vaughan, down slightly from 1998 rates (see Figure 25).

Figure 25
Distribution of Employment by Industry, Vaughan, 1998 & 2008



F.I.R.E.: Finance, insurance, real estate & leasing.
Business Services: Professional, Scientific & Technical Services and Management, Administration and Other Support Services.
Personal Services: Information, Culture & Recreation; Accomodation & Food Services; and Other Services.

Note: Data based on comparable areas surveyed in 1998 and 2008 York Region Employment Surveys.
Excludes most home and farm-based businesses.
Jobs with an unclassified business activity have been redistributed based on the distribution of known industries
Source: York Region Planning & Development Services Department, 2008.

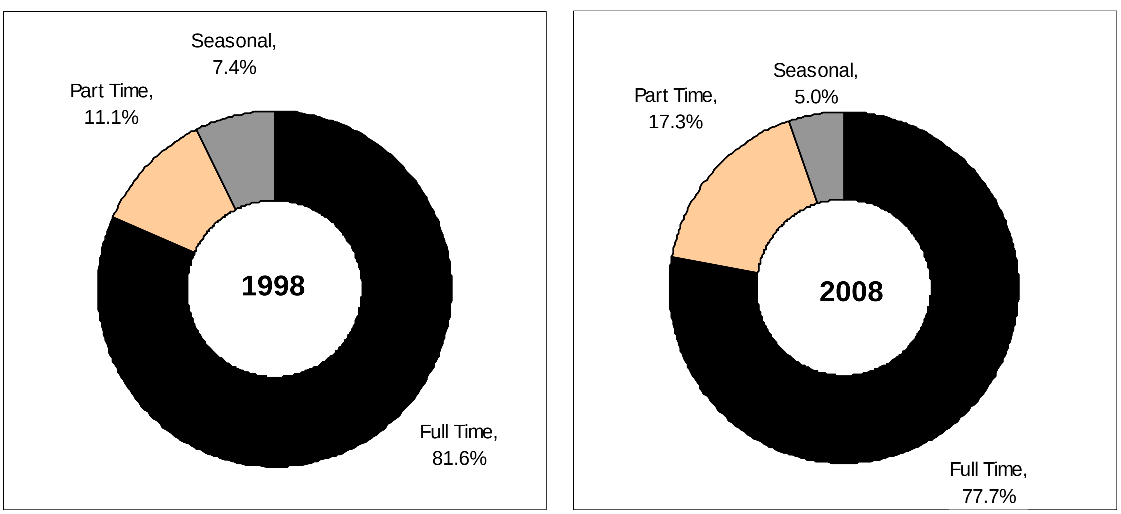
Among goods-producing industries, manufacturing was by far Vaughan's largest employment sector in 2008, accounting for 28.4% of total employment. Within this sector, the top three subsectors were plastics product manufacturing, motor vehicle parts manufacturing and household and institutional furniture and kitchen cabinet manufacturing. Vaughan also has a large construction sector, which represented 12.2% of total employment in Vaughan for 2008. Within service-producing industries, personal services, retail trade and business services were the dominant sectors, making up 13.0%, 12.5% and 9.5% of all jobs in Vaughan.

The employment sector with the highest growth rate in Vaughan since 1998 was retail trade, which more than doubled over the ten-year period. The growth in retail trade employment can be attributed to the development of new retail developments including the Vaughan Mills Shopping Centre. Health care & social assistance and business services were the second and third-fastest growing industry sectors between 1998 and 2008, both also virtually doubling during this period. Business services also saw particularly strong growth from 2007 to 2008, along with construction, public administration and retail trade.

Employment by Type of Worker

Since 1998, the number of part-time jobs in Vaughan has more than doubled, resulting in part-time employment gaining an increased share of total employment in Vaughan from 1998 to 2008. During this period, part-time jobs rose from 11.1% of Vaughan's total employment to 17.3% (see Figure 26). This is partly due to the strong growth in retail employment, which typically employs part-time workers. Full-time workers accounted for 77.7% of all jobs in 2008, down slightly from 1998 levels despite steady growth in total numbers.

Figure 26
Employment Distribution by Type of Worker, Vaughan, 1998 & 2008



Source: York Region Planning and Development Services Department, 2008.

Business Overview

The number of businesses in Vaughan's surveyed areas increased 35.7% since 1998, or 3.1% on an average annual basis. By 2008, there were over 9,100 firms in the surveyed areas in Vaughan.

Business Mobility

The rate of business mobility in Vaughan was consistent with the Regional average (10%), with a net gain of 90 businesses.

Businesses by Size

Table 30 outlines the distribution of businesses in Vaughan by size category.

Table 30
Businesses by Size, Vaughan, 1998 & 2008

Business Size Category	1998	2008
Small (1-19 employees)	5,500	7,600
Medium (20-99 employees)	1,000	1,300
Large (100-499 employees)	180	260
Very Large (500+ employees)	13	26
Total	**6,700**	**9,100**

Notes: Excludes farm and home-based businesses. Totals may not add due to rounding.
Source: York Region Planning & Development Services Department, 2008.

The distribution of businesses by size remained relatively the same in 2008 as in 1998. However, it should be noted that the number of businesses in all categories increased since 1998, with the number of very large businesses doubling. This indicates Vaughan's increasing desirability as a place to locate and for existing firms wishing to expand locally.

Major Employers

Major employers in Vaughan include:

- Canada's Wonderland
- UPS (United Parcel Service)
- Royal Group
- Con Drain (1983) Limited
- Ganz
- Jeldwen Windows and Doors
- Canadian National Railways
- Decoseal

Development Activity

Total non-residential building permit values in Vaughan were $287.1 million for the first 10 months of 2008. The majority of the permits issued were in the commercial and industrial sectors, which were valued at $132.2 million and $116.6 million, respectively.

A number of firms opened or expanded their presence in Vaughan in 2008. Table 31 provides an overview of some of the larger developments.

Table 31
Recently Opened Businesses, Vaughan, 2008

Business Name	Land Use	Building Size
6N Silicon	Manufacturing	119,000 sq. ft
Holiday Inn Express	Hotel	73,821 sq. ft
Vaughan Endoscopy Clinic	Clinic	
Décor Rest Furniture	Warehousing	24,788 sq. ft
Kumon Canada	Head Office	28,223 sq. ft
Coast Paper/Paperlinx	Distribution	292,000 sq. ft

Source: City of Vaughan

Several businesses were also under construction in 2008. A summary of some of the larger projects is provided in Table 32.

Table 32
Businesses under Construction, Vaughan, 2008

Business Name	Land Use	Building Size
ARG Construction	Distribution/Warehousing	415,000 sq. ft
Sobeys	Distribution	510,786 sq. ft
Cara Operations Ltd.	Head Office	102,000 sq. ft
Deloitte & Touche	Office	47,496 sq. ft
Novotel Hotel	Hotel	113,186 sq. ft
Walmart Supercentre	Retail	213,242 sq. ft
Sanyo Canada	Head Office	32,000 sq. ft
LT Custom Furniture	Manufacturing	153,169 sq. ft

Source: City of Vaughan

Whitchurch-Stouffville

Whitchurch-Stouffville Highlights:

- Population in 2008: 31,900
- Jobs in survey area in 2008: 9,900*
- Businesses in survey area in 2008: 720
- Major employment sector in 2008: Personal Services, 25.6%
- Fastest-growing employment sector 2007-2008: Personal Services, 20.8%
- Fastest-growing employment sector 1998-2008: Utilities, 44.7% (average annual job growth)

Annual employment growth (2007-2008):	5.4%
Annual business growth (2007-2008):	5.2%
Average annual employment growth (1998-2008):	5.5%
Average annual business growth (1998-2008):	3.2%

Excludes Farm and home-based businesses
Note: Employment growth is calculated within the 2008 Survey Areas.

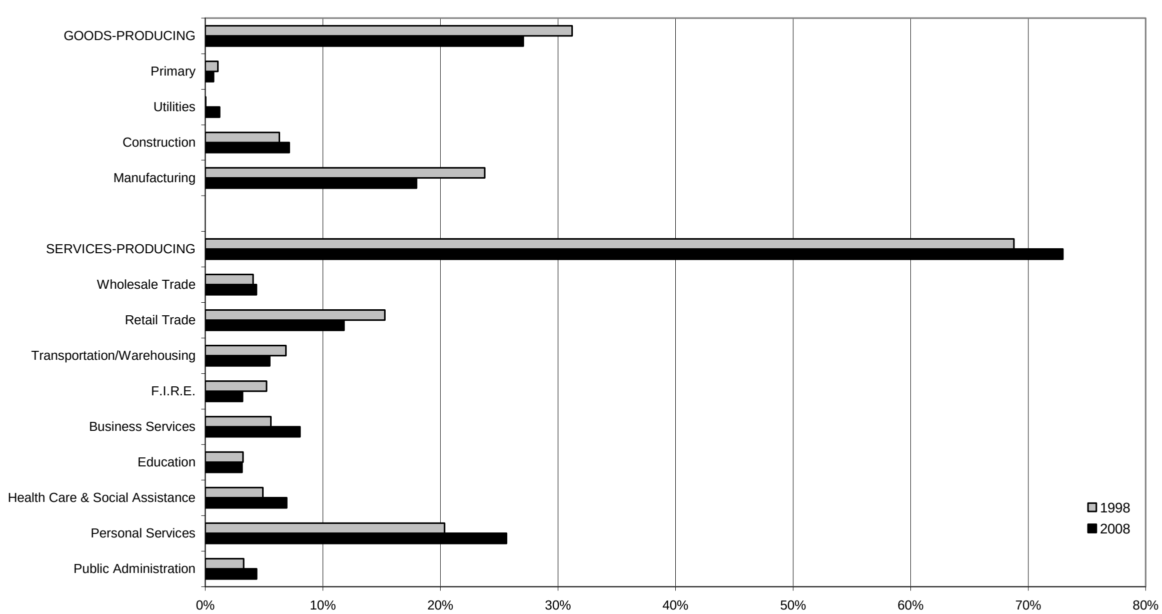
Employment Overview

The 2008 employment survey contacted businesses within all non-residential traffic zones in the Town of Whitchurch-Stouffville. Whitchurch-Stouffville's survey area had an estimated 9,900 jobs in 2008. This represents an average annual growth rate of 5.5% since 1998.

Employment by Sector

The majority of employment in Whitchurch-Stouffville is concentrated in service-producing industries, accounting for 72.9% of employment in the survey area (see Figure 27).

Figure 27
Distribution of Employment by Industry, Whitchurch-Stouffville, 1998 & 2008



F.I.R.E.: Finance, insurance, real estate & leasing.
Business Services: Professional, Scientific & Technical Services and Management, Administration and Other Support Services.
Personal Services: Information, Culture & Recreation; Accomodation & Food Services; and Other Services.

Note: Data based on comparable areas surveyed in 1998 and 2008 York Region Employment Surveys.
Excludes most home and farm-based businesses.
Jobs with an unclassified business activity have been redistributed based on the distribution of known industries
Source: York Region Planning & Development Services Department, 2008.

Within services-producing sectors, personal services and retail trade were the primary employers, employing 25.6% and 11.8% of workers in the area. Golf-related employment accounts for approximately one-third of jobs within the personal services sector.

Of the 27.1% of employment in the goods-producing sector, 18.0% was located in the manufacturing sector in 2008, down from 23.8% in 1998. Within the manufacturing sector, other electrical equipment and component manufacturing, pharmaceutical and medicine manufacturing and other wood product manufacturing are the primary subsectors, accounting for approximately 13%, 11% and 10% of manufacturing employment, respectively.

Among all employment sectors, employment growth was highest in the utilities sector, which recorded an extremely high growth rate due to adding nearly 120 jobs to a very small base in 1998. Substantial growth was also seen in public administration, health care and social assistance, personal services and business services, which all more than doubled employment totals from 1998 to 2008. This widespread employment growth is indicative of strong overall growth in the area.

Employment by Community

The following analysis outlines employment trends in the individual communities located within Whitchurch-Stouffville.

Stouffville

As of mid-year 2008, it's estimated there are over 5,000 jobs in the community of Stouffville, up from approximately 2,900 in 1998. This translates to a healthy average annual growth rate of 5.6%. In 2008, the primary employment sectors in the community were personal services, retail trade, and manufacturing, which accounted for 21.5%, 19.1% and 14.9% of employment, respectively.

Ballantrae

Ballantrae employment more than doubled between 1998 and 2008, while the number of businesses in the community grew by almost half. There are currently 430 people working in nearly 50 businesses in Ballantrae. Personal services is the dominant sector in Ballantrae, accounting for 38.2% of employment, followed by the health care and social assistance sector at 21.5%. Employment gains in Ballantrae were experienced in the following sectors: personal services, business services and wholesale trade.

Gormley

Businesses and employment in Gormley both increased since 1998, with the number of jobs more than doubling and the number of businesses nearly doubling. As of mid-year 2008 there were approximately 2,200 jobs and 130 firms in Gormley. The major employment sectors included transportation and warehousing, personal services, manufacturing and construction accounting for 21.3%, 16.9% 18.8%, and 15.3% of jobs, respectively.

Since 1998, personal services and construction sectors recorded the largest employment increases in Gormley. Personal services grew at an average annual rate of 16.5%, adding approximately 290 new jobs. The construction sector witnessed a significant gain in employment, growing at an average annual rate of 16.0% since 1998, adding 260 new jobs.

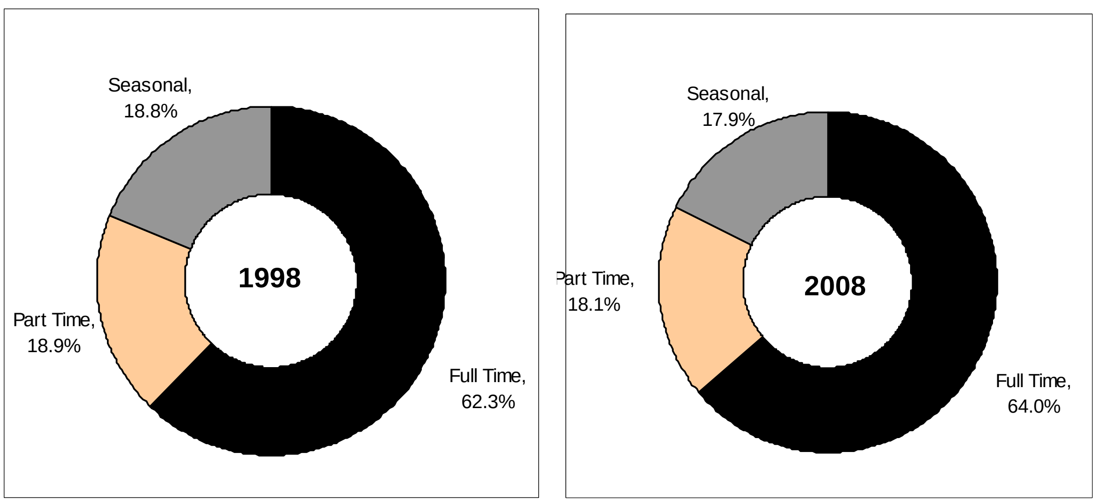
Vandorf

Overall employment totals are relatively unchanged in Vandorf since 1998, adding approximately 10 businesses and 50 jobs. However, it is important to note that employment growth has fluctuated greatly over the past 10 years, with both decreases and increases in employment on an annual basis. The sector showing the largest gain in employment between 1998 and 2008 is also the largest employment sector in Vandorf; manufacturing, which accounted for approximately 70% of jobs in the area as of 2008.

Employment by Type of Worker

The majority of jobs in Whitchurch-Stouffville were full-time in 2008, with 64.0% of jobs falling into this category (see Figure 28). The proportion of part-time employment was stable in Whitchurch-Stouffville, while seasonal employment fell 0.9% to 17.9% in 2008.

Figure 28
Employment Distribution by Type of Worker, Whitchurch-Stouffville, 1998 & 2008



Source: York Region Planning and Development Services Department, 2008.

Business Overview

The number of businesses in the surveyed areas increased by 37.5% over ten years, or by 3.2% on an average annual basis. As of mid-year- 2008, there were an estimated 720 firms.

Business Mobility

The rate of business mobility in Whitchurch-Stouffville remained relatively stable at approximately 8% and a net gain of 35 businesses for 2008.

Businesses by Size

While small firms comprise the majority of businesses in Whitchurch-Stouffville, there is evidence of a growing number of medium and large firms in the area. Between 1998 and 2008, the total number of small firms increased 34.0% to comprise 84.5% of all businesses, while medium and large firms increased 51.0% and 157% from 1998 levels (see Table 33).

Table 33
Businesses by Size, Whitchurch-Stouffville, 1998 & 2008

Business Size Category	1998	2008
Small (1-19 employees)	460	610
Medium (20-99 employees)	60	95
Large (100-499 employees)	7	18
Very Large (500+ employees)	0	0
Total	**530**	**720**

Notes: Excludes farm and home-based businesses. Totals may not add due to rounding.
Source: York Region Planning & Development Services Department, 2008.

The increasing number of larger businesses is indicative of the growing attraction of Whitchurch-Stouffville as a business destination.

Major Employers

Major employers in Whitchurch-Stouffville include:

- Novopharm Limited
- Southwire Canada Company
- Grey Power Insurance Brokers Inc.
- Hyprescon
- Richvale York Block
- King Cole Ducks

Development Activity

Total non-residential building permit values in Whitchurch-Stouffville were $35.1 million for the first 10 months of 2008, an increase from the $20.2 million for the first ten months of 2007.

A number of firms opened or expanded their presence in Whitchurch-Stouffville in 2008. Table 34 provides an overview of some of the larger developments:

Table 34
Recently Opened Businesses, Whitchurch-Stouffville, 2008

Business Name	Land Use	Building Size
Anderson Haulage	Industrial	38,000 sq.ft.
73 Ram Forest, Parente Mechanical Repairs	Industrial	11,500 sq.ft.
1070 Hoover Park, Bulk Barn & Dollarama	Commercial	15,200 sq.ft.
1076 Hoover Park, Multi-unit Restaurant & Personal Service Building	Commercial	13,900 sq.ft.
Maxim Storage Building	Industrial	6,300 sq.ft.
Vulcan Fireworks	Industrial	14,200 sq.ft.
Novopharm	Industrial	20,500 sq.ft.
Richvale-York Block	Industrial	7,300 sq.ft.

Source: Town of Whitchurch-Stouffville

Several businesses were also under construction in 2008. A summary of some of the larger projects is provided in Table 35.

Table 35
Businesses under Construction, Whitchurch-Stouffville, 2008

Business Name	Land Use	Building Size
Deep Foundations	Industrial	26,800 sq.ft.
Ampot Portable Toilets	Industrial	7,300 sq.ft.
Richmond Welding	Industrial	23,900 sq.ft.
61 Ringwood, Multi-unit Industrial Building	Industrial	21,300 sq.ft.
Diversicare Retirement Home	Institutional	107,784 sq.ft.
Emerald Hills Club-Link Clubhouse	Commercial	2,485 sq.ft.

Source: Town of Whitchurch-Stouffville

Appendix A: Methodology

Data Collection

Data collection for the 2008 York Region Employment Survey included all non-residential traffic areas across York Region (excluding home and farm based businesses). Traffic zones, which represent the smallest unit of measure for which historical employment data is available, were used to approximate existing employment areas. If an employment area was located within a portion of a traffic zone, all businesses located within that traffic zone were surveyed.

Data was collected from York Region businesses in a variety of forms:

- Through door-to-door interviews with the business community (primary method);
- Via telephone interviews (for businesses unable to contact in person); and
- Electronically through e-mail messages, online entries via our corporate website and facsimile submissions from the business community.

Businesses were contacted between May and August of 2008 by York Region Employment Surveyors. The primary method of contact was through door-to-door interviews. The door-to-door methodology, while time intensive, was warranted due to the analytic requirement of getting a complete data set for the area. Survey interviewers used survey sheets pre-filled with business information if that business was already listed in the York Region Employment Database and a blank survey form for new businesses (see Figure 23).

Figure 23:
York Region Employment Survey Form

Ontario's Rising Star
York Region
Markham - Vaughan - Richmond Hill - Newmarket - Aurora
Georgina - Whitchurch-Stouffville - East Gwillimbury - King

York Region Business and Employment Update 2008

Please take a moment to add or update your business information for our records. All information provided will remain confidential and will be grouped together with other data for economic analysis and land use planning purposes only. If desired, you can choose to have limited information (name, address) included for free in local and regional business directories. Thank you.

---BUSINESS IDENTIFICATION---

Business Name:
Internet Address:
Business Activity:
What does your Business Do?

--- EMPLOYMENT---

	---On-Site---	---Off-Site---	---Total---
Full-time (30+ hrs/week):			
Part-time (<30 hrs/week):			
Seasonal:			
Total Employment:			

Number of Shifts:
Hiring in Next 3 Months? ☐ Yes ☐ No ☐ Unsure

--------------------------ADDRESS------------------------

Physical Address: **Municipality:** **Postal Code:**
Suite / Mailing Unit: **Other Occupied Units:**
Mailing Address (if different from above): **Postal Code:**

--------------------------CONTACT INFORMATION------------------------

Survey Information Contact (for future information updates)
Name: **Title:**
Phone: **Ext:** **Fax:** **E-Mail:**

Corporate Executive Contact (e.g., Manager, Owner, President)
Name: **Title:**
Phone: **Ext:** **Fax:** **E-Mail:**

--------------------------BUSINESS DIRECTORY LISTING----------------------

Do you want your contact information and/or employee range (i.e. 1-4, 5-9 etc) published in our local and regional business directories?
Contact Name to appear in Directory: Same as Survey Information Contact above: ☐ Yes Same as Corporate Executive Contact above: ☐ Yes
If contact information is different from above, please complete below:
Name: **Title:**
Phone: **Ext:** **Fax:** **E-Mail:**
Publish Fax? ☐ Yes ☐ No
Employee Range ☐ Yes ☐ No
Do you want to add a longer business description to your listing? (If "Yes", attach and return with this form) ☐ Yes ☐ No

--------------------------ADDITIONAL INFORMATION (for internal use only) ------------------------

Ownership Type: ☐ Independent ☐ Franchise ☐ Branch ☐ School ☐ Government
Is this a home-based business? ☐ Yes ☐ No
Floor Space (sq.ft.):
Is this an Estimate? ☐ Yes ☐ No
Does Your Business Export? ☐ Yes ☐ No
If "No" [above], are you interested in Exporting? ☐ Yes ☐ No
Is this the Canadian Head Office? ☐ Yes ☐ No
If "No" [above], list Head Office location:
Province (if in Canada)
Country (if outside Canada)
Year Established (this location only):
Years at Current Location:
Previous Municipality (if applicable):

Coding Section: (Completed by York Region staff) Interviewer Initials: Business ID:
Industry Code NAIC: Traffic Zone: Off-site:
Secondary NAIC: This Update: Volunteers:

Please return completed form to: York Region Planning Department, 17250 Yonge Street, Newmarket, Ontario L3Y 6Z1
Fax: (905) 954-4607 --- E-mail: businessdirectory@york.ca

Within each traffic zone all businesses were directly contacted and details about business activity, changes in employment levels and contact information were updated for existing businesses, or initiated for businesses new to that area. Where records showed a business that was no longer at the address in 2008, efforts were made to contact the business by phone to establish either a new location, or to record the probable closure of the business. For businesses unable or unwilling to conduct a door-to-door interview, the option was given to either have a surveyor call them at a mutually convenient time or to provide them with a blank survey form and have them complete and return it at their leisure. For businesses that declined to participate or were unable to contact either in person or by telephone, it was assumed that all information relating to that business remained unchanged from the date they were last surveyed.

Business information was also obtained from businesses outside of selected traffic zones that were interested in being included in the York Region Business Directory. This information was received from online submissions via our corporate website, facsimile submissions or e-mail messages.

Data Sources and Limitations

Data Accuracy

A number of factors limit the accuracy of the data collected within this report, including:

Data collected was based on responses received from selected businesses. In certain instances however, businesses refused to participate, had a language barrier, had moved to an unknown location or were temporarily closed. As a result, certain business sectors may be over-represented and others under-represented depending on the particular circumstances of businesses in that sector.

While this study analyzes employment patterns in a given area, it does not examine all possible factors that can influence employment rates in a particular location, such as land prices, property tax rates, development charges, existing space inventories and vacancies, among others. These factors can impact the level of overall economic health in a given area and can also promote or discourage employment growth in one area over another.

The data collected is time-sensitive, in that the information is only accurate as of the date collected. For certain industries undergoing rapid change, the analysis within this report may no longer reflect current circumstances. Caution should therefore be used before making any conclusions based on this information.

Employment Data as a Measure of Economic Activity

The most frequent method of measuring economic activity within a given area is usually through an analysis of the Gross Domestic Product (GDP) of that area. Generally speaking, GDP is a measure of the value added by labour and capital within a country or economic region in transforming inputs purchased from other industries into outputs. Productivity gains are important to a local economy, as they influence how competitive an economy is, and thus are an important factor in the long-term health of a regional economy. The Region performed a study of GDP in 2004 and it is estimated that regional GDP was $37.5 billion.

However, it is important to note that GDP figures are relatively difficult to produce at the regional level. As a result, employment data represents the most readily obtainable means of assessing trends in a regional economy. At the local level, businesses are usually much more agreeable in providing information about the number of people employed, although even this information is still sensitive. Furthermore, the employment rate is a meaningful measure insofar as regional government has objectives about employment for its citizens.

However caution should be noted when comparing GDP growth and employment growth, as an increase in GDP will reflect both an increase in employment and an increase in productivity. Employment data alone, on the other hand, has some limitations as a measure of economic activity, as growth in the number of employees does not necessarily translate into added wealth. For example, a group of five employees in one sector may be far more productive that five employees in another sector in that regard. In addition, increased automation may result in increased productivity but could have a minimal, or even negative, impact on employment. Finally, while employment is a useful indicator of economic activity, turning points in employment tend to lag turning points in the business cycle. As a result, changes in economic conditions may have already occurred before they translate into a shift in employment.

Appendix B: Industrial Sector Definitions

Each business surveyed was assigned a numeric code based on their primary business activity. These codes are based on the North American Industrial Classification (NAIC) system, a hierarchical coding system used by statistical agencies in Canada, the US and Mexico to classify businesses by type of economic activity.

Much of the analysis in this report aggregates business information based on the NAIC coding at different levels of the hierarchy. The 20 NAIC sectoral categories used by Statistics Canada have been combined to 13 sectoral categories in the discussion for clarity of presentation. The combined sectoral categories are summarized below:

Primary Industries (NAIC sectors 11, 21)
Includes all agricultural activity, forestry, fishing, hunting, mining, oil and gas extraction and related support activities.

Utilities (NAIC sector 22)
Includes electric power generation, transmission and distribution, natural gas distribution and water, sewage and other systems.

Construction (NAIC sector 23)
Includes land development, building and engineering construction and project management and all construction trades contracting (e.g., concrete pouring, roofing, drywall and painting, electrical, fencing).

Manufacturing (NAIC sectors 31-33)
Includes food and beverage manufacturing, textile and clothing production, wood and paper products manufacturing, printing, petrochemical manufacturing, plastics and rubber manufacturing, non-metallic mineral product manufacturing (e.g., bricks, glass, gypsum board), primary metal manufacturing (e.g., iron and steel mills, metal pipes and wire, foundries), fabricated metal product manufacturing (e.g., stamping, metal doors, boilers, hardware, machine shops, nuts and bolts), machinery manufacturing, computer and electronic equipment, electrical equipment and appliances, transportation equipment manufacturing (e.g., motor vehicles and parts, aerospace and boat building) and furniture manufacturing.

Wholesale Trade (NAIC sectors 41)
Includes all wholesale distributors, product agents and brokers.

Retail Trade (NAIC sectors 44-45)
Includes all retail stores, retail auto and building supply dealers, gas stations and non-store retailers (e.g., mail order houses, vending machine operators, direct sales).

Transportation, Warehousing and Utilities (NAIC sectors 48-49)
Includes passenger and freight transportation and related support activities (e.g., airports, bus stations, vehicle towing), oil and gas pipelines, postal and courier services, warehousing and storage, electric and gas utilities and water and sewerage systems.

Finance, Insurance and Real Estate (NAIC sectors 52, 53)
Includes monetary authorities, credit intermediation and related activities (e.g., personal and commercial banking, credit unions, credit card issuing, consumer lending, mortgage brokers, transaction processing), securities and commodities trading, portfolio management and investment advising, insurance carriers and brokers and pension funds.

Business Services (NAIC sectors 54, 55, 56)
Includes legal services, accounting, architectural and engineering services, graphic and industrial design, computers systems design, management and human resources consulting, research and development services, advertising and marketing, photography and veterinary services, management of companies and enterprises, office administration and facilities support services, temporary help and employment services, business support services (e.g., telephone call centres, collection agencies), travel agencies and tour operators, investigative and security services, building maintenance services (e.g., pest control, janitorial services, window cleaning, landscaping), trade show services and waste management and remediation services.

Education (NAIC sector 61)
Includes educational services (e.g., schools, colleges, training).

Health and Social Services (NAIC sectors 62)
Includes doctors, dentists, chiropractors, medical labs, ambulance services, hospitals, nursing and long-term care facilities, social services and child day-care services.

Personal services (NAIC sectors 51, 71, 72, 81)
Includes publishing industries (e.g., newspaper, book and software publishers), motion picture and sound recording industries, TV and radio broadcasting, telecommunications services, information services (e.g., news syndicates, libraries, internet providers), data processing services, performing arts, spectator sports industries, heritage institutions (e.g., art galleries, museums, zoos, conservation areas), amusement parks, gambling industry, golf courses and country clubs, skiing facilities, marinas, fitness and recreation centres, hotels and motels, restaurants and bars, caterers, repair and maintenance services (e.g., automotive repair, machinery repair, reupholstery), personal care services (e.g., hair care, funeral homes, laundry services, photofinishing), religious organizations and other civic and professional organizations.

Public Administration (NAIC sector 91)
Includes federal, provincial, regional and municipal protective (e.g., fire, police, courts and correctional facilities), regulatory and administrative services.

For more information on businesses in York Region, contact an economic development officer or a chamber of commerce.

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