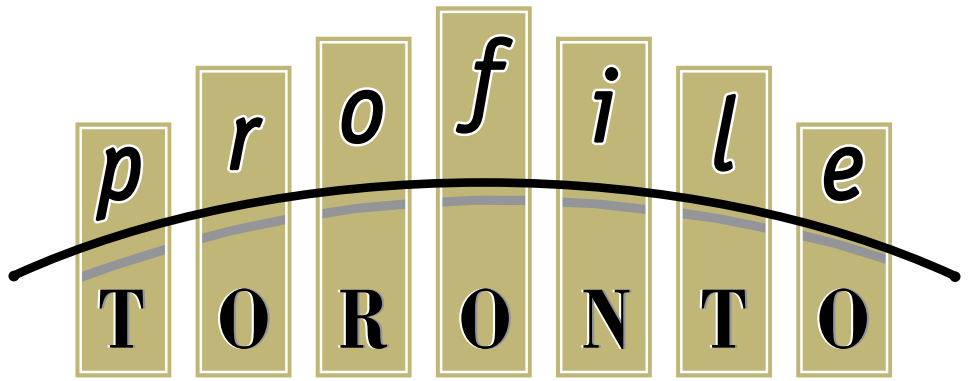


This bulletin summarizes the highlights of the 2009 City of Toronto annual Employment Survey, marking its 27th consecutive year.

This information resource gives us a picture of change in Toronto's economy throughout the past two and a half decades.

For more information, please visit us at www.toronto.ca/demographics/surveys



March 2010

Highlights

- Toronto's overall employment in 2009 was 1,291,200 down by 1.4% or 18,100 jobs from 2008; the first year of decline after five consecutive years of growth.
- In 2009, the total number of business establishments in the City of Toronto was 73,600. This is a decrease of 1,300 business establishments from the previous year. Of the new establishments, 53.7% are located within the Downtown, Centres and Employment Districts. The types of new occupancy that dominate in 2009 are Health Service practitioners such as chiropractors, physiotherapists, etc., law firms, computer services, specialty stores, bake shops and butcher shops.
- Full time employment has continued to stay above the 1 million mark for the fourth year, but declined to 1,006,400. This is a decrease of 17,500 full-time employees over 2008 while part-time employees declined by 600 to 284,800.
- The largest share of jobs is found in the Office sector (47.1%), followed by Institutional (16.8%), Service (11.7%), Retail (11.0%), Manufacturing (10.0%) and Other (3.4%), reflecting the diverse nature of the Toronto economy.
- Employment in the Downtown and Centres has grown by 8.3% or 39,200 jobs since 2004; but declined by 7,200 jobs (-1.4%) between 2008 and 2009.
- The median number of employees per establishment was 4 in 2009, while the average was 17.9.

Toronto Employment Survey 2009

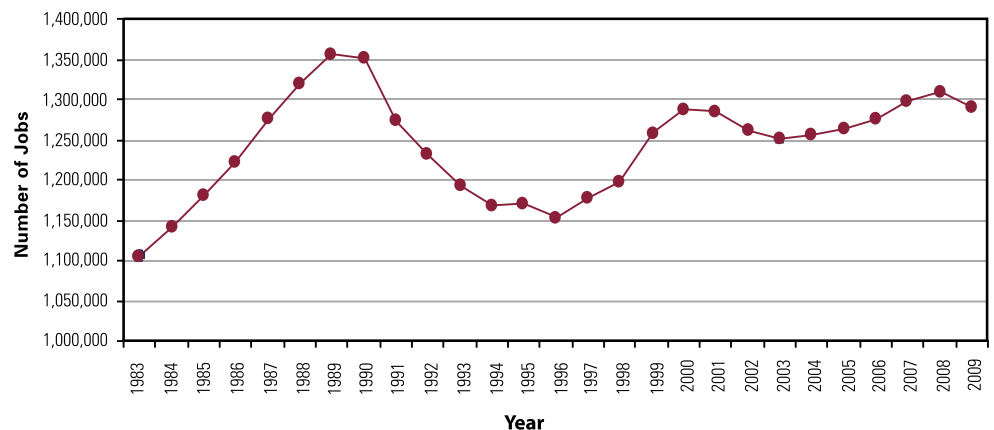
1. Overview

This bulletin summarizes the results of the 2009 Toronto Employment Survey by highlighting the key findings and trends pertaining to employment by sector, the longevity of establishments, and emerging patterns in the Centres and Downtown. An update of activity in Employment Districts will be published separately. The results from the Employment Survey are used to monitor the City's economic health, develop policy for decision making, aid in Economic Development efforts, and provide background information for forecasting and the planning of City infrastructure and services. This annual survey offers timely insight into economic trends and is a key information source for measuring progress on the Prosperity Agenda. This snapshot of one key indicator of the

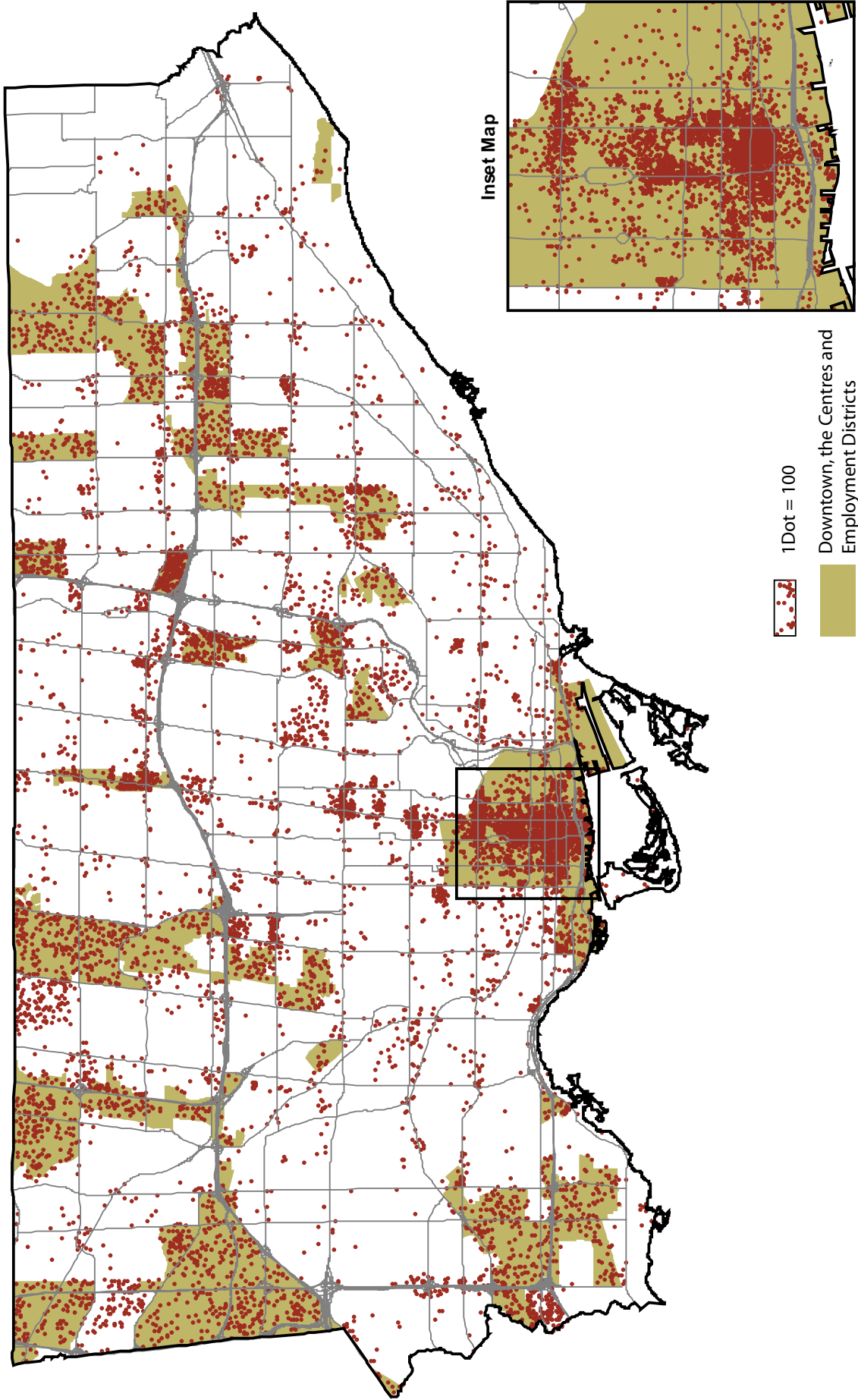
City's economic health was taken during the summer of 2009.

Unsurprisingly, given the global economic slowdown, the City's employment declined between 2008 and 2009 (see Figure 1). Total employment declined by 18,100 employees or 1.4%. This decline is relatively modest when viewed in the larger context. During the past year, the country as a whole saw employment decline by 2.1% according to Statistics Canada, while the province of Ontario also experienced a decline of 3.0% over the same period. This data stands in sharp contrast to cities in the United States, which have had several years of double digit employment loss. This decline is also relatively minor given past declines in the City's history. For example, between 2001 and 2002, the City's employment declined by 24,400 employees or 1.9%.

Figure 1: Total Employment, City of Toronto, 1983-2009



Map 1: 2009 Employment Concentration, City of Toronto



Toronto City Planning, Research and Information - December 2009



Table 1: Total Employment, 2008-2009*

	Total Number of Employees		Net Change	Annual Growth Rate %
	2008	2009	2008-2009	2008-2009
Full-time	1,023,900	1,006,400	-17,500	-1.7
Part-time	285,400	284,800	-600	-0.2
Total	1,309,300	1,291,200	-18,100	-1.4

*Numbers have been rounded to the nearest hundred.

Map 1 shows the distribution of employment across the City, with distinct concentrations in the Downtown, Centres and Employment Districts.

Employment declined in both the full-time and part-time sectors over 2008. The number of full-time employees fell by 17,500 to 1,006,400, and the number of part-time employees fell by 600 to 284,800 as shown in Table 1.

In the past decade, as shown in Figure 2, total employment across the City of Toronto is up 33,000 or 2.6%. As a percentage of total employment, the rise in employment over the decade includes an increase in full-time employment of 9,000 or 0.9%, and in part-time employment of 23,900 or 9.2%.

2. Employment by Sector

Changes have continued to take place in the sectors that make up Toronto's

economy. The Office sector maintains its lead as the City's largest sector at 607,800 jobs in 2009, compared to 594,800 jobs in 1999. The second largest sector is now the Institutional sector which has grown during these past 10 years from 13.2% in 1999 to 16.8% in 2009, a gain of 50,800 employees (see Figure 3).

1999-2009

The Institutional sector has shown steady growth of 30.7% during the past decade from 165,700 to 216,500 to represent 16.8% of total employment in 2009. On the other hand, the Manufacturing sector continues to decline from 186,200 in 1999 to 129,900 representing 10.1% of total employment in 2009. The Retail sector grew from 140,100 in 1999 to 144,500 in 2004 but fell to 142,300 in 2009, while its relative share of total employment remained constant at 11.0%. Service sector employment, which is primarily made

up of restaurants, auto-related uses and accommodation, has also remained constant throughout the years at 11.7% of total employment in 2009. The Other sector, which includes entertainment venues, community and recreation uses increased to 43,700 jobs or 3.4% of total employment in 2009, in comparison to the 1999 job level of 31,000.

2008-2009

During the past year, growth was found in half of the major employment sectors (see Figure 4). The Institutional sector gained 2,100 jobs, representing a 1.0% increase in this sector. Additionally, the Other sector increased by 1,800 jobs or 4.3% while the Service sector also grew by 1,400 jobs, or 0.9% on the strength of increased employment in the sub-sector "Indoor Entertainment and Indoor Sporting and Recreation". The Manufacturing sector continued its decline, losing 13,200 jobs, representing a 9.2% drop between 2008 and 2009. The Retail sector has also experienced a decrease in employment by 6,000 jobs, representing a 4.0% drop over the past year.

3. Number of Establishments

The number of establishments surveyed in 2009 was 73,600 (see Figure 5). There was a net decrease of 1,300 establishments or 1.7% in 2009. This drop is small compared to the largest recorded one-year decline of 2,800 establishments, or 3.6%, which took place in the early 1990s over a one year period.

The largest number of establishments to date was recorded in 1990, after which this number declined annually until 2005. More recently, as the number of establishments have increased, employment has also seen a modest growth to 2008. However, in 2009, decline is evident in both the number

Figure 2: Full-time and Part-time Employment, City of Toronto, 1998-2009

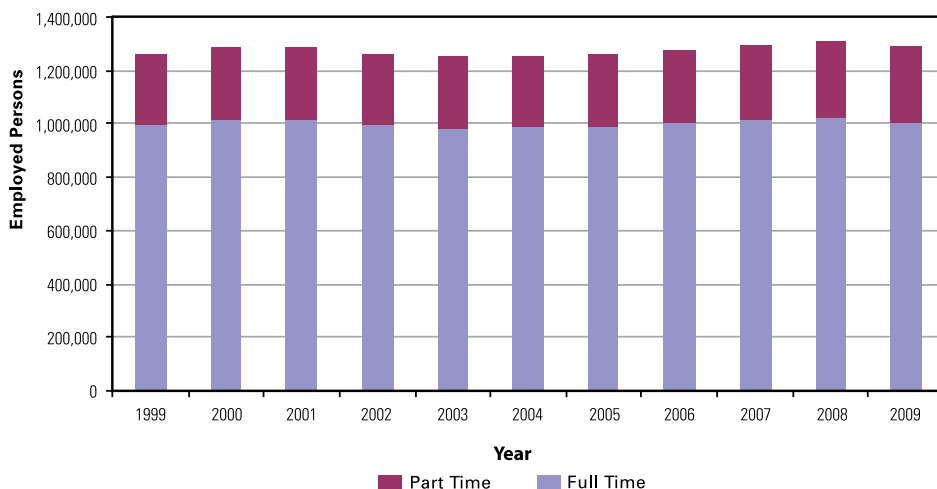
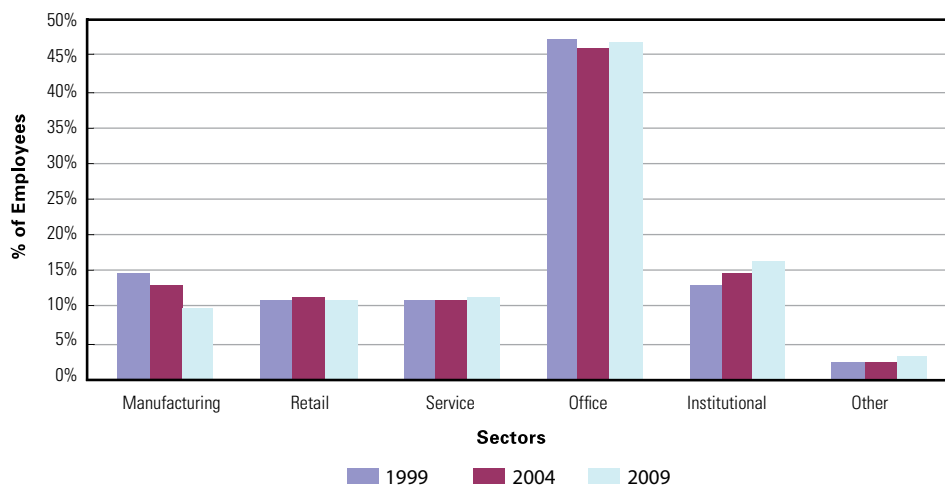


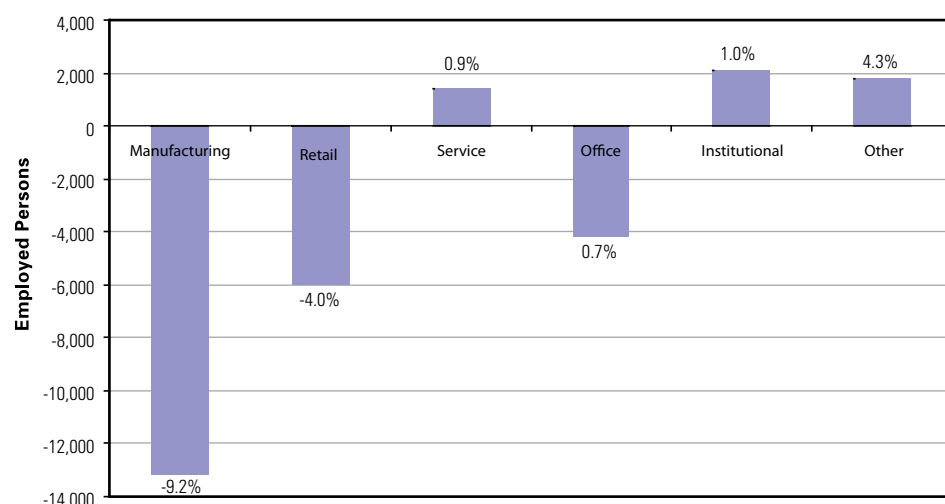
Figure 3: Sectoral Changes Over Time, 1999, 2004, 2009



of establishments and employment due to the recessionary climate the City is experiencing.

The number of Manufacturing firms continued to decline in 2009 (see Figure 6). This continues a trend which has been recorded almost every year since 2000. The City is not alone in this long trend of decline, as similar drops have been recorded at both the provincial and federal level as the North American economy has continued to shift from a goods-producing economy to a service-based economy.

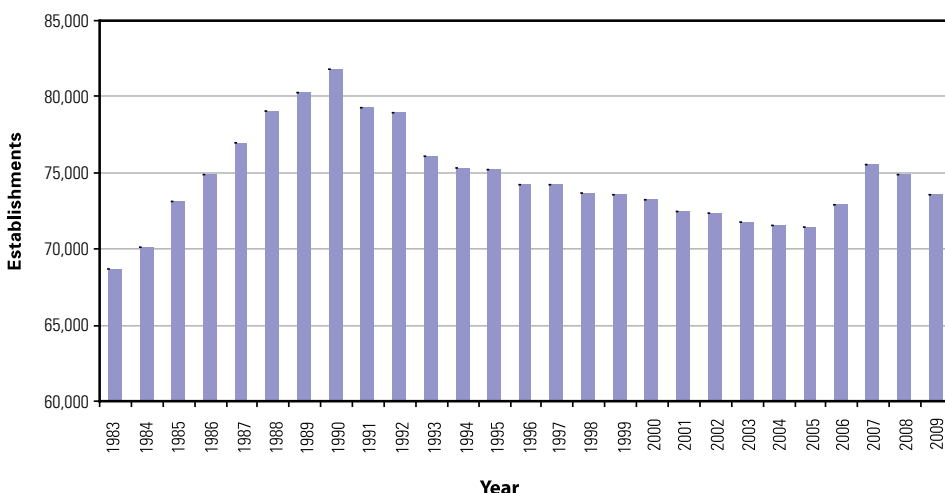
Figure 4: Change in Total Employment by Sector, 2008-2009



The Retail sector lost 1,100 establishments since 1999, declining from 17,300 to 16,200, while total retail jobs rose by 2,200. In 1999, an average Retail store employed 8.1 employees, whereas in 2009, 8.9 employees were employed. This may be explained by the continued growth of big box retailing in the city, with larger format stores now employing a greater number of people.

Since 1999 the Institutional sector posted an increase of 1,000 establishments representing growth of 23.3% while the Service sector added 600 establishments for a 3.6% increase.

Figure 5: Total Number of Establishments, 1983-2009



Despite the slowing economy, Toronto remains a desirable place for new start-ups and relocations from elsewhere. In 2009, businesses that were established in the City over the past 5 years comprised the largest proportion of establishments by length of tenure at 28,250 or 38.4% of total establishments. Only about 13.2% have operated at their present location since before 1983 (see Figure 7).

The proportion of establishments in the same location for 6-10 years is comparatively small and has generally declined from 22.3% in 2006 to 20.6% in 2009. The percentage of establishments present between 11 and 15 years in the same location has

Figure 6: Change in Number of Establishments, 1999-2009

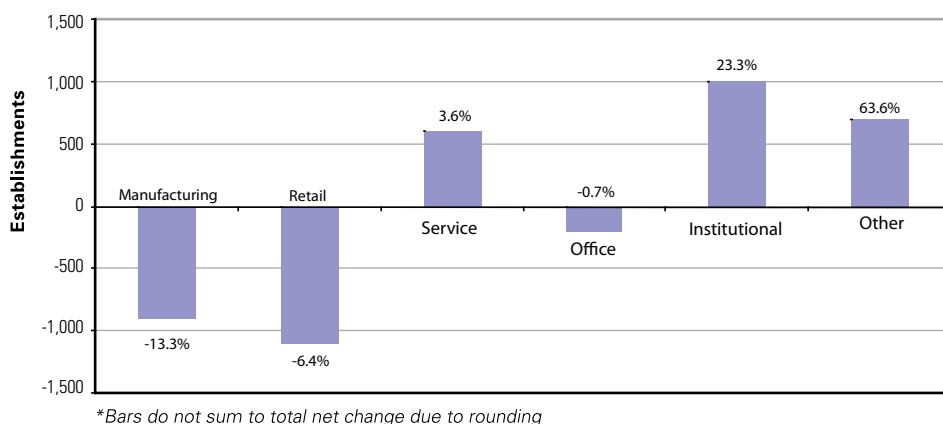
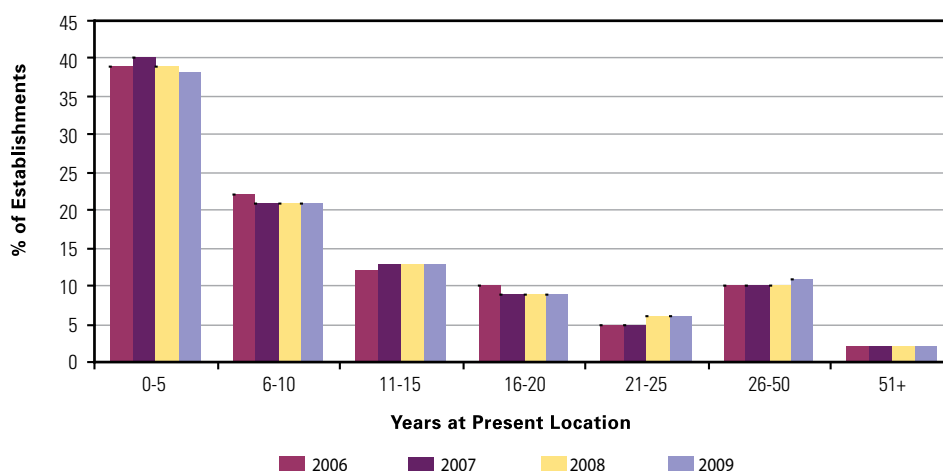


Table 2: New Establishments, 2008-2009

	2008	2009
Centres	260	270
Downtown	830	820
Employment Districts	1,120	960
Rest of the City	1,750	1,770
City Total	3,960	3,820

risen slightly from 12.0% in 2006 to 13.3% in 2009. The proportion of establishments that have been fixtures in Toronto for more than eighteen years stands at 24.5%, reflecting the long-run stability of the local economy despite recessions, economic uncertainty and expanding employment growth in areas outside of the City.

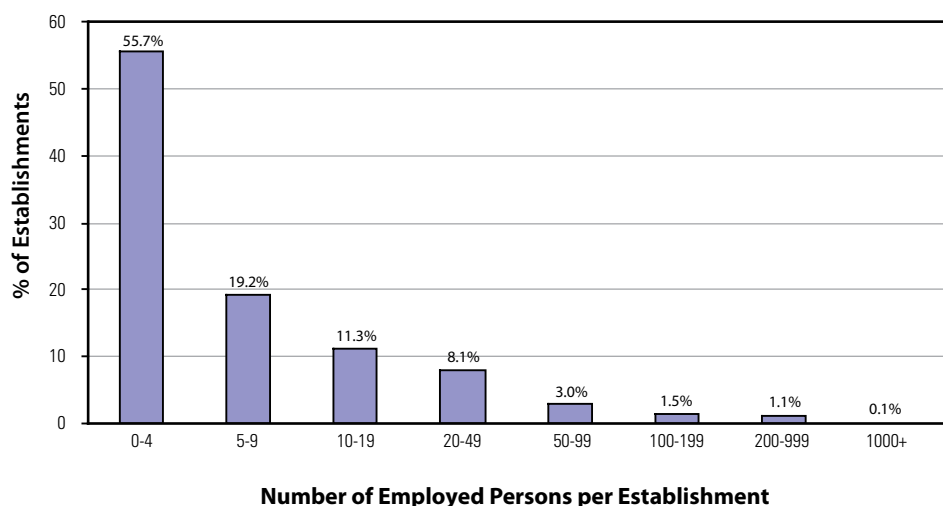
Figure 7: Longevity of Existing Establishments



New Establishments in the City

In 2009, Toronto experienced an influx of 3,820 new establishments to the City (see Table 2). It should be noted that these establishments were not necessarily all new business start-ups, but also include firms relocating from outside the City or new locations of multi-location firms like banks, coffee shops, etc.

Figure 8: Employee Size of Existing Establishments, 2009



Of the 3,820 newly located establishments in 2009, 960 were located in the Employment Districts, 820 were located in Downtown, 270 were in the Centres and 1,770 were found elsewhere. By sector, 36.4% or 1,390 new establishments were Office, 24.3% or 930 were Service, 20.1% or 770 were Retail, and 5.8% or 220 were Institutional. The new establishments in the Office sector continue to be in the majority, due in part to the Health Service and Business Service Offices sub-sectors. The former continues to be dominated by health service practitioners such as chiropractors, physiotherapists, nursing/homecare agencies while the Business Service sub-sector is dominated by law firms and computer services such as computer

consulting and programming. In the Service and Retail sectors, restaurants, cosmetic services, fast food outlets, specialty stores, clothing stores and specialty food stores like bake shops and butcher shops accounted for the largest numbers of new establishments in 2009.

About 51.8% of all new establishments in 2009 were located in the Downtown, Centres or Employment Districts, which is lower than the 55.8% observed in the 2008 survey.

Establishment Size

The majority of establishments in the City of Toronto (55.7%) employed four people or fewer in 2009 (see Figure 8).

Only 2.7% of establishments employ 100 or more people. The median number of employees per establishment was 4 in 2009, while the average was 17.9. Over the last five years, both the median and average number of employees per establishment has been relatively constant.

4. Downtown and the Centres

Downtown Toronto is the largest employment Centre in the Greater Toronto Area. The strength of the regional economy is also evident by the concentration of jobs in the four Centres designated in the Official Plan. The Downtown and Centres are critical to the City's growth management strategy as attractive mixed use settings for a diverse range of employment growth, along with residential growth making them, and Toronto, a popular place to live, work, and do business.

Map 2 shows the locations and boundaries of the Downtown and the Centres, as outlined in the City's Official Plan.

In 2009, there were approximately 508,100 jobs in Toronto's Downtown and Centres (see Figure 9) or 39.4% of all jobs. After five years of continual increase in its employment base, the Downtown and Centres saw a decline in employment over 2008 of 7,200 jobs or 1.4%, the same rate as the City as a whole (see Table 3).

Employment in Downtown and the Centres in 2009 is now 8.3% greater than it was five years ago, an increase of 39,200 jobs. Downtown accounts for most of this growth at 82.5%. North York Centre grew by 5,300 jobs since 2004, however, Yonge-Eglinton lost 400 jobs or 1.3% during the same period.

a Downtown

Downtown, is the largest employment cluster in the GTA, where 420,500 jobs make up over one-third of the all jobs found in the City. After five years of continued progressive growth, Downtown saw a decline of 4,400 jobs or 1.0% over 2008. Thus the Downtown has weathered the recession better than the City as a whole.

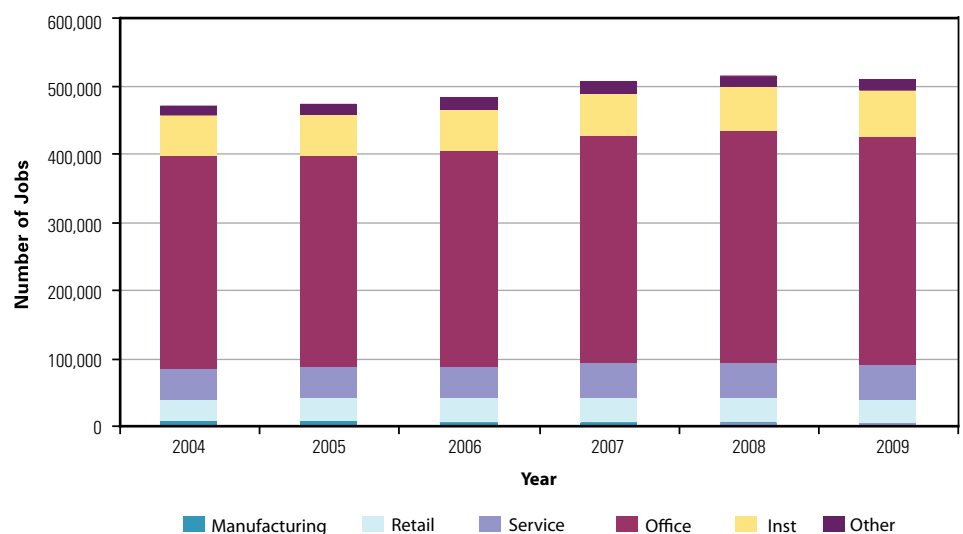
Downtown is a hub for Office related employment (especially Finance, Insurance, Real Estate and Business Services), leading academic institutions

and the growing health service sector. The employment profile of Downtown Toronto is varied compared with that found in any of the Centres. Office jobs such as law firms, computer services, management consultants, and investment services continue to dominate the employment intensity in this area. Office employment is currently 273,300 or 65.0% of total Downtown employment. The Office sector declined by 3,100 jobs over the past year. This decrease can be attributed to downtown institutions such as the finance and insurance sub-sectors trimming the workforce in order to cope with the decline in the economy. Employment in the Service sector also declined by 1,700 jobs. The Institutional sector was the only segment in Downtown that grew, with 1,900 jobs more than in 2008.

b North York Centre

Employment in the North York Centre grew for the fourth consecutive year to 34,700 jobs in 2009. The employment level is about 5,500 employees more than that recorded in 2005. This Centre has overtaken Yonge-Eglinton Centre as the largest mixed use centre outside of the Downtown. North York Centre accounts for 6.8% of the employment found in the Downtown and the Centres.

Figure 9: Total Employed in Downtown and the Centres, 2004-2009



c Yonge-Eglinton

Employment has remained relatively balanced in this Centre over the last few years. At 30,800 jobs, it accounts for 6.0% of all jobs in the Downtown and the Centres. Just shy of two-thirds of the employment is dominated by the Office sector at 19,600 jobs. While overall there was a decline of 700 jobs, the Service sector saw an increase of 300 jobs or 13.4% over 2008.

d Scarborough Centre

Scarborough Centre's employment rose to 13,900 jobs in 2009, an increase of 300 over 2008. This Centre has seen Office sector jobs rise by 22% due to a major telecommunications company hiring more employees to fill demand. Employment in this Centre makes up 2.7% of all of the employment found in the Downtown and the Centres.

e Etobicoke Centre

In 2009, the total number of jobs in Etobicoke Centre stood at 10,100, a decrease of 600 jobs or 5.6% from 2008. This is a second consecutive year of decline in employment. The share of total employment in the Downtown and the Centres located in Etobicoke Centre is 2.0%.

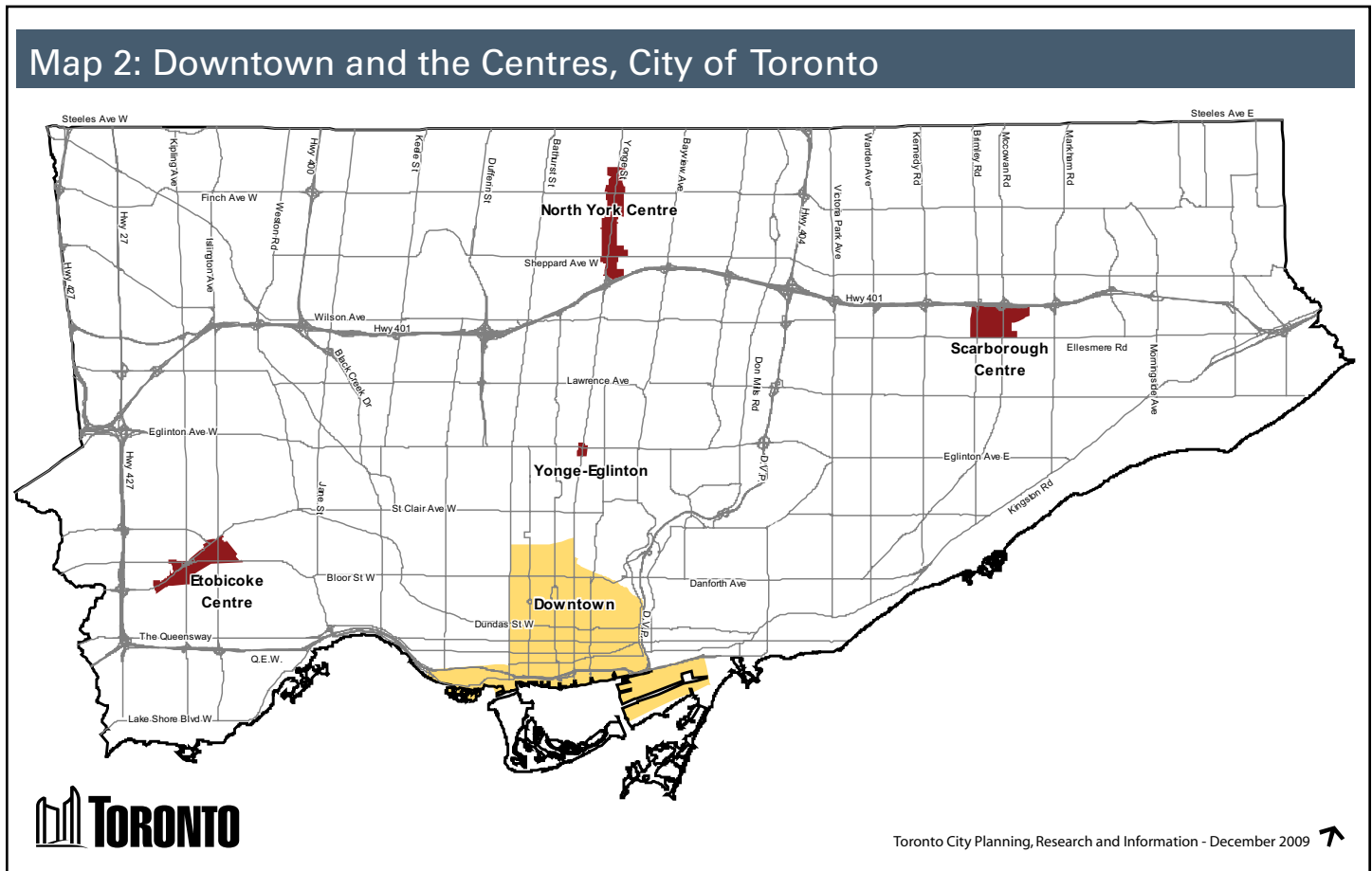


Table 3: Total Employment in Downtown and the Centres, 2004-2009*

	2004-2009						2008-2009			
	2004	2005	2006	2007	2008	2009	Net Change	% Change	Net Change	% Change
a. Downtown	385,900	388,700	396,800	415,200	424,900	420,500	34,600	9.0%	-4,400	-1.0%
b. Yonge-Eglinton	31,200	30,500	31,900	32,200	31,500	30,800	-400	-1.3%	-700	-2.2%
c. North York Centre	29,400	29,100	30,200	34,000	34,600	34,700	5,300	18.0%	100	0.3%
d. Scarborough Centre	14,000	14,500	13,700	12,800	13,600	13,900	-100	-0.7%	300	2.2%
e. Etobicoke Centre	10,100	10,600	9,500	11,400	10,700	10,100	0	0.0%	-600	-5.6%
Downtown and the Centres	470,700	473,400	482,100	505,500	515,300	509,900	39,200	8.3%	-5,400	-1.0%
Rest of City	784,900	789,300	794,700	793,200	794,000	781,300	-3,600	-0.5%	-12,700	-1.6%
City Total	1,255,600	1,262,700	1,276,700	1,298,700	1,309,300	1,291,200	35,600	2.8%	-18,100	-1.4%

* Note: Numbers have been rounded to the nearest hundred.

How the Information on Employment is Collected by the City of Toronto

The Toronto Employment Survey has successfully marked its twenty-seventh year. Since 1983, the Survey has been conducted to monitor economic activity, provide information for policy and decision-making and offer additional context for the planning of municipal infrastructure and services. Based on the use of a consistent coding system of parcel uses and occupant activities, it provides a rich resource of time series data for the longitudinal analysis of employment and economic activity in the City.

Between May and October, a team of surveyors visit all business establishments located in commercial, industrial and institutional districts and mixed use areas throughout the City of Toronto. Data collected include the number of full-time and part-time employees, the primary type of employment activity taking place, and the length of time the business has been at that location. In the case of major, multi-branch employers, the information is collected through a questionnaire mailed to the primary contact at the head office.

The result is a rich dataset which provides a valuable profile of the economic activity across the City of Toronto. This survey does not capture people who work from home, or who have "no usual place of work" e.g. contract workers, and many involved in the film industry and other activities that are not place-specific on a daily basis.

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