

Agenda for Prosperity – Economic Metrics

Date:	April 22, 2009
To:	Economic Development Committee
From:	General Manager, Economic Development, Culture & Tourism
Wards:	All
Reference Number:	P:/2009/Cluster A/EDCT/ECON DEV/April/0904-014

SUMMARY

This report responds to City Council's request for a report on the feasibility of reporting clear and understandable metrics on the City's economic health on a regular basis. City staff already prepare reports, summaries and presentations on a wide variety of data, which provide both snapshot and time series perspectives on the City's and region's economic health. Examples of some of these reports are contained in Appendix G. These and other data, available on the City's web site and/or distributed electronically, are used by businesses, potential investors, researchers and others. Staff also undertake special purpose or custom analysis and prepare reports and presentations to support business start-ups, expansions, provide input to the City's bond rating as well as policy and program development and investment attraction.

Council's request for regular public reporting of economic metrics is timely and appropriate. Reporting clear and understandable metrics requires access to accurate, reliable data on an ongoing basis and staff resources to undertake the necessary analysis. Unfortunately, suitable data are not always available, in part, due to the high cost of collecting and analyzing data for large, complex urban areas; and, in part, due to the economic transformation from a national industrial to a global knowledge-based economy, which requires new data sets to be developed. For example, there is very limited data about a number of emerging sectors and professions, particularly in the information technology, green and creative industries. In fact, there is no uniform definition for some sectors and occupations. There are also limited staff resources.

As a consequence, much of the available data are aggregated geographically (e.g. Toronto Census Metropolitan Area (CMA)) or by issue (e.g. total unemployment rate not

unemployment rate by sector). Data on discrete activities (i.e. for small areas, sectors, individual firms) are expensive to collect and maintain. The Canadian Census, the most complete demographic and socio-economic survey in Canada, is conducted only every five years. It is very useful for examining long-term trends and the impact of existing policies and programs, but less helpful for analyzing short-term economic shocks and opportunities.

Notwithstanding the need for new and better data, City staff will report semi-annually (Spring and Fall) using the best available data. Staff will also continue to seek out new data sources to respond to Council's questions (e.g. number of businesses created, lost and downsized). To provide Council with additional information and insights, the metrics and analysis provided by City staff will be supplemented through presentations by invited guest speakers, such as Don Drummond, Senior Vice-President and Chief Economist, TD Financial, and Roger Martin, Dean, Rotman School of Management and Chair of the Ontario Task Force on Competitiveness, Productivity and Economic Progress, who shared their views at Economic Development Committee earlier this year.

The Interdivisional Economic Growth Team has convened an Outcomes and Performance Measures Work Group and will be reviewing our internal data collection and analysis initiatives to look for ways to both improve the quality and reduce costs. In view of the integrated nature of economic activity and the importance of major urban centres to the economic health of Ontario and Canada, it would also be beneficial to all to establish a federal, provincial, City table to explore better ways to share existing data and develop new data sets.

RECOMMENDATIONS

The General Manager, Economic Development, Culture and Tourism recommends that:

1. City Council request Statistics Canada through the federal Minister of Industry to enhance the monthly Labour Force Survey by:
 - a. adding a question to identify the municipality in which the respondent works; and,
 - b. increasing the survey sample size within the Toronto region and other major urban regions to provide more detailed information about the economy.

2. City Council request the federal Minister of Industry and Ontario Minister of Economic Development to:
 - a. establish a federal, provincial, City table to collaboratively identify key urban economic metrics and improve data collection and dissemination; and,

- b. as one of the first steps, establish and conduct, on a regular basis, a ‘job vacancy’ survey based on data available in major electronic job boards.

Financial Impact

There are no financial implications resulting from the adoption of this report.

DECISION HISTORY

At its meeting on January 27 and 28, 2009, City Council requested Deputy City Manager Sue Corke to report to the April 22, 2009 meeting of the Economic Development Committee on the feasibility of the City establishing clear and understandable metrics, to be reported regularly by the City, in order to measure the economic health of the City of Toronto. The information would include:

- a. the number of jobs lost and created, sectorally and identify whether they are short term or long term jobs;
- b. the number of businesses that have been created or lost, identified by sector;
- c. a summary of those large business that have been attracted to Toronto as well as the number of large businesses that have left the City of Toronto;
- d. a summary of those business that have significantly downsized their operations in the City of Toronto;
- e. the possible reasons that the changes reported with respect to Parts a to d above have occurred; and,
- f. metrics of our performance compared to other GTA municipalities

City Council

<http://www.toronto.ca/legdocs/mmis/2009/ed/reports/2009-01-15-ed18-cr.pdf>

Agenda for Prosperity - Implementation Update

<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-18004.pdf>

Agenda for Prosperity Publication - Appendix 1

<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-18090.pdf>

Appendix 2

<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-18091.pdf>

Agenda for Prosperity

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-9789.pdf>

ISSUE BACKGROUND

Toronto, like other large, diverse, global cities is a complex metropolitan environment. The City of Toronto is the 5th largest city in North America and the most populous city and employment concentration in Canada. It is also the hub city of a larger contiguous urban region of between 5.5 million to 8.1 million people depending on whether your

frame of reference is the Census Metropolitan Area (CMA), Greater Toronto Area (GTA) or Greater Golden Horseshoe (GGH). Appendix A contains a map of the Toronto region, showing the boundaries of the City of Toronto, the Greater Golden Horseshoe and the Toronto CMA, as well as the two adjacent CMAs. The Greater Toronto Area consists of the Region of Halton, Peel, York and Durham, as well as the City of Toronto.

Two-thirds of Ontario's population and almost one-quarter of Canada's population live in the GGH. Six of Canada's 20 largest cities and 11 of the 16 municipalities with a population of more than 100,000 are in the Niagara - Oshawa corridor. Richard Florida suggests that the contiguous area extends across the Canada-U.S.A. border to encompass the 22 million people living in Tor-Buf-Chester, the 12th largest mega-region in the world.

To examine and assess Toronto's economic performance, City staff compile and examine many data sets (population, employment, full-time, part-time, labour force, occupation, age, gender, tenure, immigration, wage rates, GDP, industry, real estate, etc.) from a variety of different sources (Census, Labour Force Survey, Conference Board of Canada, ICI Real Estate Brokers, etc.). These data provide insights into City and region-wide trends and anomalies, and issue and area-specific analyses. Among many other purposes, these economic data are used to provide advice to Council regarding policies and programs, advice to industry, firms and entrepreneurs, input to agencies assessing the City's bond rating, input to other City divisions and ABCs, support investment attraction, etc. Examples of these data (Economic Indicators, Industry Profiles, Occupation Profiles) are listed in Appendix G to this report. These examples also illustrate how these data are often partitioned (e.g. employment by industry) and/or cross-tabulated (labour force by age, by gender, by educational attainment) or produced as a custom analysis for investment purposes to focus on specific areas of interest.

The economic activity within the Toronto region, however the region is defined, is highly integrated. Consequently many of these data sets are interrelated. For instance, in 2006 about 431,000 people who live outside the City commuted to jobs in Toronto, while about 199,000 Toronto residents commuted to work locations in the surrounding regions and beyond. To put these travel volumes into perspective, it is equivalent to more than the entire population of the City of Halifax commuting into Toronto and the entire population of the City of Regina commuting out each weekday. Analysis of even a basic indicator such as employment, therefore, has to be considered from at least three perspectives: place of residence (employment characteristics of residents living in the City of Toronto regardless of where they work); place of work (employment characteristics of people who work within the City regardless of where they live); and employment characteristics of the region as a whole (CMA, GTA, GGH).

For smaller towns, cities and regions it is much easier to keep track of individual (discrete) activities, e.g. new firm arrivals, closure and downsizing. However, due to the scale and complexity of large urban regions such as Toronto and the high cost of data collection, most of the available data sets provide aggregate information (i.e. net change in total employment for the City or region) not discrete information (i.e. changes within

individual firms). Moreover, because of the cost, much of the data are estimates based on sample surveys rather than actual counts.

The Census provides the most complete coverage of demographic and socio-economic data in Canada. Every household in Canada is required to complete the Census, most (80%) receive the basic short-form and 1 in 5 (20%) households receive the long form, which provides more detailed information such as location of usual place of work. This key question allows us to examine the demographic and socio-economic characteristics of the population that works within the City and surrounding regions. While the Census covers virtually all residents of Canada, it is conducted only every five years and takes up to 2 years after completion for all of the major data summaries to be released. As a result, information on economic and societal trends and changes can be as much as seven years old.

In contrast, Labour Force Survey (LFS) data, also provided by Statistics Canada, is collected and released monthly. Achieving this frequency and timeliness of reporting is possible because the LFS data are estimates based on telephone interviews with 1,400 households living in the City of Toronto. This sample survey can be conducted and processed quickly and provides statistically accurate information for the City and region as a whole (e.g. unemployment rates) but is less reliable for small areas and smaller sectors, occupations and other groups.

To address some of the limitations of frequency and timeliness of data and minimize costs, City staff also compile data from local sources that are already collecting economic information. For example, the Toronto Business Directory, which provides information about the location and size of individual businesses within the City, is compiled from data obtained under license from Dun and Bradstreet. We also subscribe to Conference Board of Canada data sets, which among other things provide GDP estimates for Canadian CMAs, and purchase real estate information for industrial, commercial, institutional (ICI) properties to understand current activities and trends. In addition to statistical data, we rely on our many industry networks and contacts established through organizations such as the Toronto Financial Services Alliance, Film Board, The Biotechnology Initiative, Toronto Industry Network, etc. to provide current information.

Federal and Ontario government ministries also provide data on a number of key economic factors, such as immigration, college and university enrolments, property assessment. In July 2008, the Forum of Labour Market Ministers (FLMM), composed of the federal, provincial and territorial Ministers responsible for the labour markets, established a five member panel, Chaired by Don Drummond, Senior Vice-President and Chief Economist, TD Financial Group and former Associate Deputy Minister of Finance (Canada), to provide advice on how to make timely and relevant labour market information available to all Canadians. The specific objectives of the panel are to provide advice on how labour market information can contribute to economic growth and efficiency over the next decade and better address the needs of business. The Panel is expected to report by July 2009.

International rankings prepared by various organizations also provide insights into Toronto's relative economic performance. Although most of these ranking incorporate subjective judgements as well as quantitative measures, in a globally competitive environment they present an important perspective on how the world views the Toronto region. While Toronto is consistently ranked as one of the most liveable and competitive cities in the world, areas for improvement are also noted:

KPMG's 2008 Competitive Alternatives study - Toronto 15th most cost-effective business and investment climate in the world ahead of Chicago, New York, Detroit.

Economist Intelligence Unit 2008 survey - Toronto 2nd best destination for business travel.

Global Competitiveness Report 2008-2009 - Canada has the world's soundest banking system. Canadian banks are well managed, well capitalized, well regulated and secure.

Global Cities Index - Toronto 4th best city to experience culture, behind London, Paris and New York.

The Economist magazine - Toronto 5th in the world for liveability, after Vancouver, Melbourne, Vienna and Perth.

Mercer Human Resources Consulting - Toronto's quality of living rated 15th in the world for the third year in a row.

Foreign Policy magazine November/December 2008 issue - Toronto one of the world's top 10 global cities.

Forbes magazine's 2008 – Toronto listed as one of the top 10 most economically powerful cities, ahead of Madrid, Mexico City and Philadelphia.

Mastercard Worldwide Centre of Commerce Survey - Toronto is the 13th Top Worldwide Centre of Commerce in the 2008 report.

PriceWaterhouseCoopers, Cities of Opportunities report - Toronto ranked highly for Health, Safety & Security; Demographic Advantages; and Sustainability, but poorly for Transportation and Infrastructure Assets.

Global Cities Index - Toronto ranked behind Bangkok, Istanbul, Cairo and Buenos Aires, and just ahead of Bogotá in Political Engagement assessed as the degree to which a city influences global policymaking and dialogue.

MasterCard Worldwide, Centres of Commerce Index - Toronto ranked 8th in North America and 20th world-wide for Knowledge Creation and Information Flow.

Globalization and World Cities Network (GaWC) ranks global cities based on business connectivity and separates them into four categories: Alpha⁺⁺, Alpha⁺, Alpha and Alpha⁻. Toronto is rated as an Alpha City and is the only Canadian city on the list.

GWU Globalization, Urbanization and Migration Database - Toronto has the 2nd highest percentage of foreign born residents in the world.

The Global Financial Centres Index, March 2009, prepared by the Z/Yen Group for the City of London - ranked Toronto as the 11th most important financial services centre in the world and 3rd by “reputational” advantage.

Toronto Regional Research Alliance, Annual Toronto Region Innovation Gauge – notes that the Toronto region has one of the most innovative research bases in North America.

Institute for Competitiveness and Prosperity, Leaning Into the Wind report, November 2008 - confirmed that Ontario’s economy is one of the world’s most successful when compared to similar regions outside of North America.

Martin Prosperity Institute, Creative Cities Index - ranks the Toronto region 4th among metropolitan regions with a population greater than 2 million people.

Conference Board of Canada, Canada’s Hub City Report 2006 - identifies Canada’s eight largest Provincial economic cities based on their share of Provincial GDP. The report concludes that the economic growth generated by these cities also spurs growth in proximate smaller communities and that Canada’s largest cities are under-funded and should be the target of strategic investments.

Toronto Community Foundation, Toronto Vital Signs report, October 2008 - examines eleven key indicators of the quality of life and overall economic, cultural and social health of the City based on input from a wide variety of partner organizations. Vital Signs 2008 describes existing conditions in Toronto as a story of two cities, a wonderfully vibrant city for its residents and the other is still struggling in some very important respects.

Toronto Board of Trade, Toronto as a Global City: a Scorecard on Prosperity report, (April 2009), describes the City and City-region as a tale of two cities, performing very well in some elements and needing to work on others (e.g. City-region ranks 1st in immigration and knowledge employment, but 16th and 18th respectively in productivity growth and GDP growth).

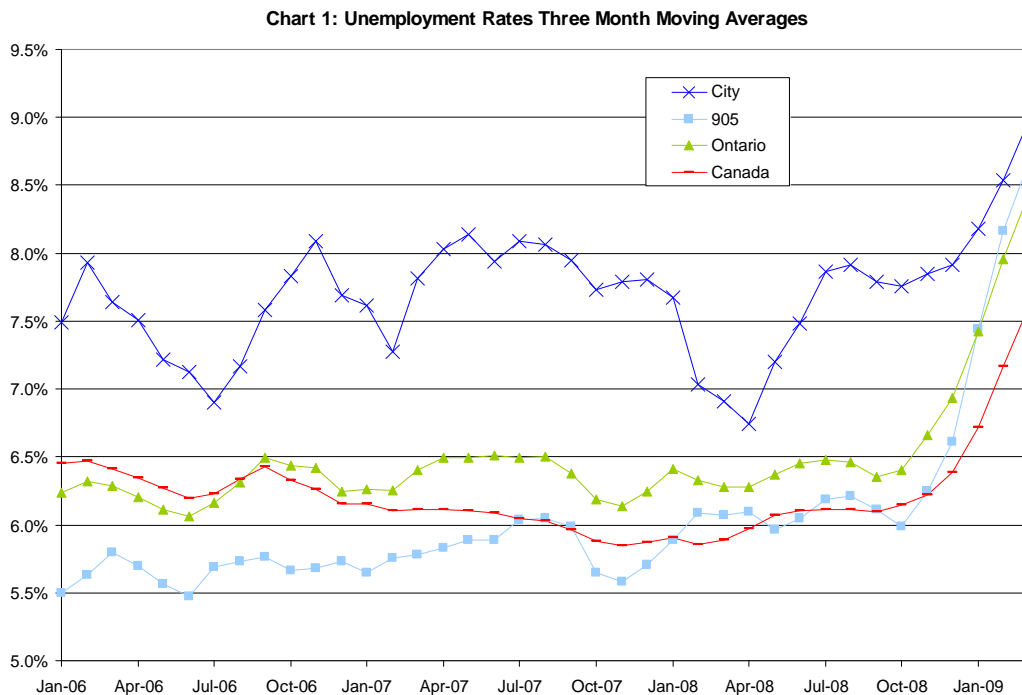
An overview of some of the key factors that impact the current economic health of the City is provided below.

COMMENTS

This section of the report highlights recent trends in economic activity in the City of Toronto. The discussion of what regional economic data are available and their strengths and weaknesses is attached in Appendix B.

Employment Trends

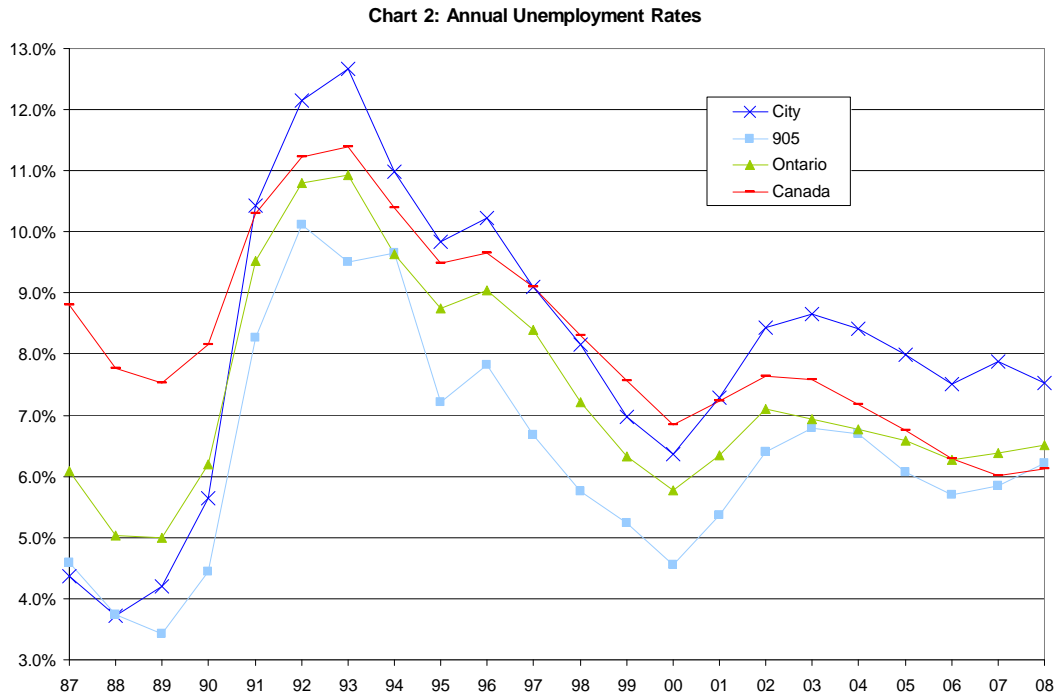
The most widely reported monthly local economic indicator is the unemployment rate. Chart 1 and Chart 2 compare the short-term (3 year) and long-term (20 year) trends in unemployment rates for City residents age 15+ with other Canadian residents. These data are from the Labour Force Survey and include the most recent available data (March 2009) released April 9, 2009. Three month moving averages are often used to smooth out the volatility of month to month variations.



In response to weakening economic conditions, unemployment rates for many Canadians have started to rise in recent months. The most rapid increases in unemployment rates have been in the so-called “905” suburbs around the City of Toronto, where unemployment rates have risen by almost three percent (from 6.0% to 8.7%) since the Fall of 2008. The area called the “905” in these charts is actually the portion of the Toronto Census Metropolitan Area outside the City of Toronto.

At the same time, the unemployment rate for City of Toronto residents has increased more modestly from 7.8% to 9.0%. While the employment rate for City of Toronto residents remains above that for other Canadians, so far this economic downturn has had a milder impact on City of Toronto residents than other Canadians.

Chart 2 puts these results into a longer-term perspective. It shows that unemployment rate for City of Toronto residents, which was below 4% in the late 1980's, soared to over 12.5% by 1993. 1990 was the last year when the unemployment rate for City of Toronto residents was below the Ontario average.



The Labour Force Survey also reports the total number of employed City residents. Chart 3 shows how the total number of employed residents has changed¹ over the past three years. The number of employed residents and the unemployment rate are related, since the unemployment rate depends on the number of people looking for work as well as the number of employed residents. It is therefore possible, and not uncommon, for the unemployment rate to increase even as the number of employed residents increases, if the number of people looking for work also increases.

Seasonal adjustment factors are generally applied to unemployment rates, and other labour force data, to take into account the expectation that more or less people will be actively looking for work at different times of the year. After a sharp fall in the early summer of 2008, the number of employed City of Toronto residents has levelled off or increased slightly in recent months. At the same time, the number of employed residents in the rest of Canada has fallen.

¹ The data in Chart 3 are seasonally adjusted, three month moving averages that have been indexed, so that January 2006 is equal to 100

Chart 3 - Total Employed Residents (3mma sa) Jan 2006 = 100

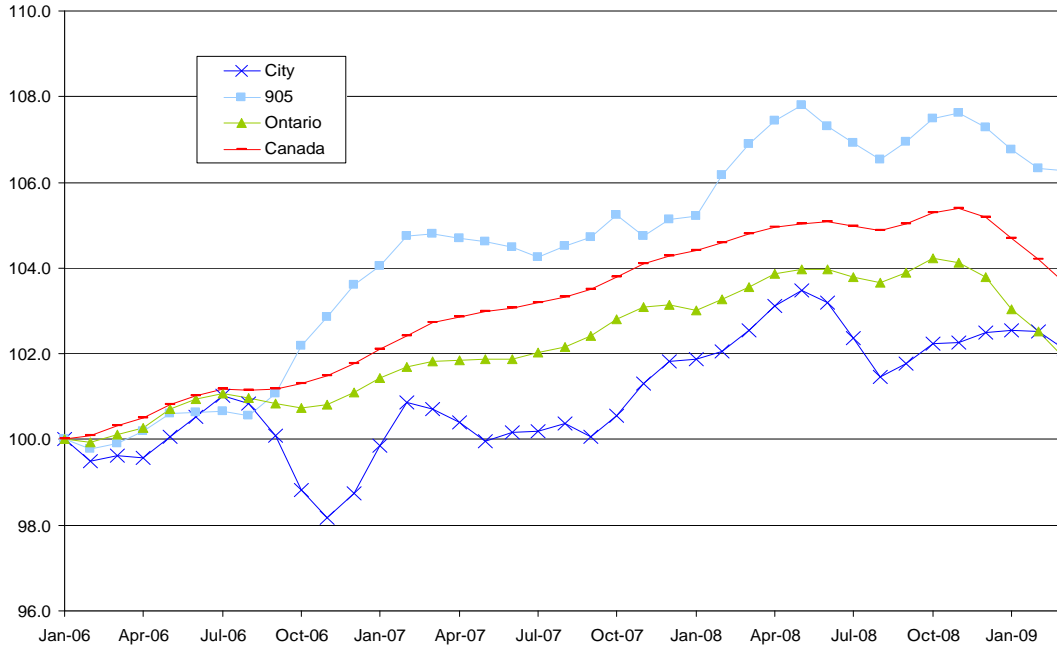
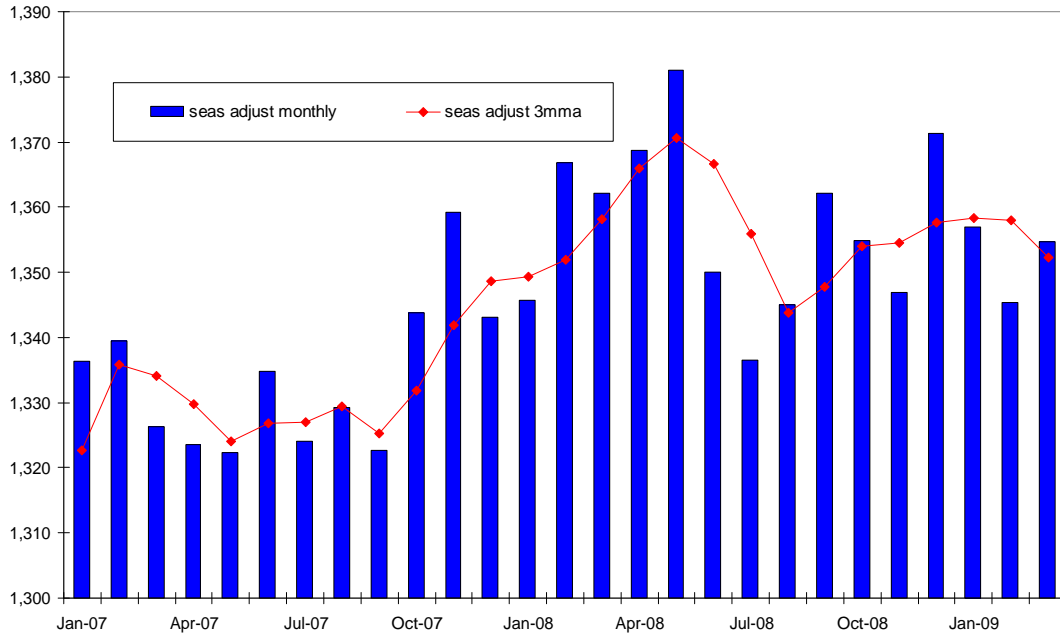


Chart 4 (below) shows the seasonally adjusted monthly data for employed City residents as bars and the three month moving average as a line.

Chart 4 - Total Employed City of Toronto Residents



The total number of employed City residents increased in March on a monthly basis; however, on a three month moving average basis, total employed residents decreased.

This paradoxical result, was not because the March data showed a decrease, but because December 2008, which was a very strong month for employment in the City of Toronto, was dropped from the three month moving average in March. In February 2009 the opposite was true. Total employment fell on a monthly basis in February, but on a three month moving averages basis was unchanged.

Quality of Jobs in the City of Toronto

There is a perception that the quality of jobs has changed in recent years, and specifically that fewer people have secure full-time jobs with benefits and more people are working on short-term contracts or are piecing together a full-time job from several part-time jobs. While this is not a phenomenon that is limited to the City of Toronto, existing data sets do not do a particularly good job of measuring the precariousness of jobs. Therefore, City staff has been working on a United Way led initiative to investigate precarious employment.

The data that we have, which are about wages, show that since 1997, when Statistics Canada added this variable to the Labour Force Survey, the average wage for City residents has increased slightly faster than wages of other Canadians. The wage data in Chart 5 are expressed in constant 2008 dollars, using the Toronto CMA Consumer Price Index for the adjustment. Median wages adjusted for inflation (not shown on the chart) of City of Toronto residents have increased at the same rate as those of other Canadians.

Chart 6 shows the percentage of employed residents that are working part-time. In the late 1980's, before the last recession, a significantly smaller proportion of City residents worked part-time than other Canadians. During the early 1990's recession, the part-time percentage increased across Canada, but more rapidly in the City of Toronto than elsewhere. Over the last 15 years, the percentage of City residents working part-time has remained at roughly the same level as 905 residents, and it remains well below that for other Canadians.

Chart 5 - Average Hourly Wages (2008 Constant Dollars)

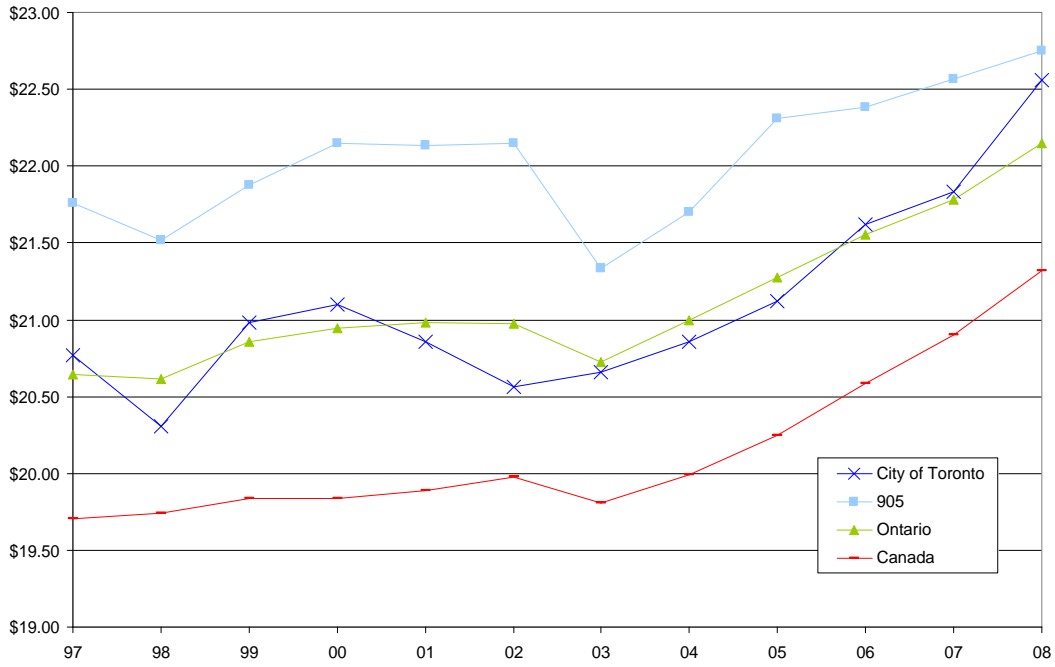
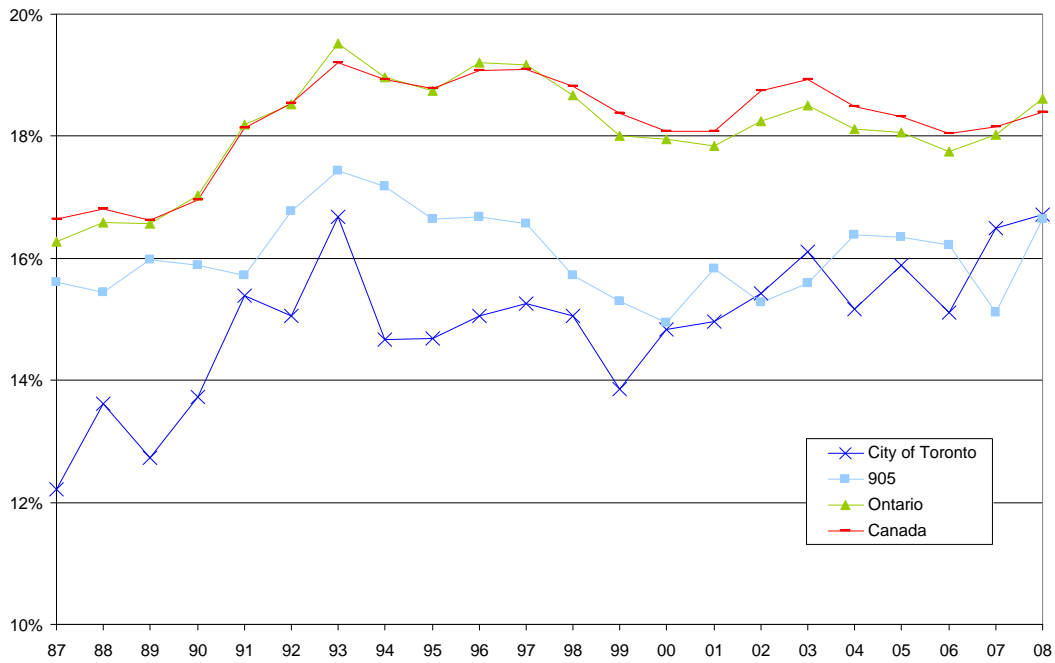


Chart 6 - Percentage of Employed Residents Working Part-time



Firms Moving into and out of Toronto

Appendix D attached is a list of firms that have moved in or out of the City of Toronto in the last two years. This list is not exhaustive. It was compiled from a variety of sources, and producing it was a labour intensive process. In compiling this list, we have tried to concentrate on the larger firms.

This list was compiled primarily from the Toronto Employment Survey (TES) and commercial real estate data, supplemented by anecdotal information from EDCT staff and commercial/industrial real estate agents. Both TES and the office leasing transaction data from Insite² identify “new tenancies”; however, many “new tenancies” are in reality firms that moved from another building within the same area and municipality.

Despite having invested considerable staff time to track the movement of individual businesses, the list of firms that moved into or out of the City of Toronto in the last two years compiled by staff is rather modest. This implies that, compared to the number of firms in the City, there is not a great deal of movement in and out of the City. This conclusion is corroborated by the results of a similar exercise that was undertaken five years ago. Researching the moves also reveals that the location changes of large multi-location firms are often part of a larger strategic initiative. In many cases, a move was combined with a corporate consolidation and/or and expansion.

Head Offices in Toronto

Appendix E contains an “Economic Brief”, which is one of the occasional bulletins produced by EDCT staff. This brief shows the changes that have occurred in the past 2 years in the head office locations of the largest 800 firms in Canada.

The City of Toronto is currently home to the head offices of 174 of the 800 largest corporations in Canada, which is an increase over 2006, when 169 of the 800 largest corporations in Canada had head offices in the City. However, it is lower than four years earlier, when over 200 corporations had their head offices in the City of Toronto.

City Employment vs rest of CMA

Chart 7 shows the cumulative increase in jobs in the City of Toronto and the rest of the Toronto CMA since 1987. These data are from the City’s Econometric Model; please see Appendix B for a description. Chart 7 shows that jobs in the 905 area have been growing more rapidly than in the City of Toronto.

² Source: Altus Group

Chart 7 - Cumulative Job Growth in the City and the Rest of the Toronto CMA

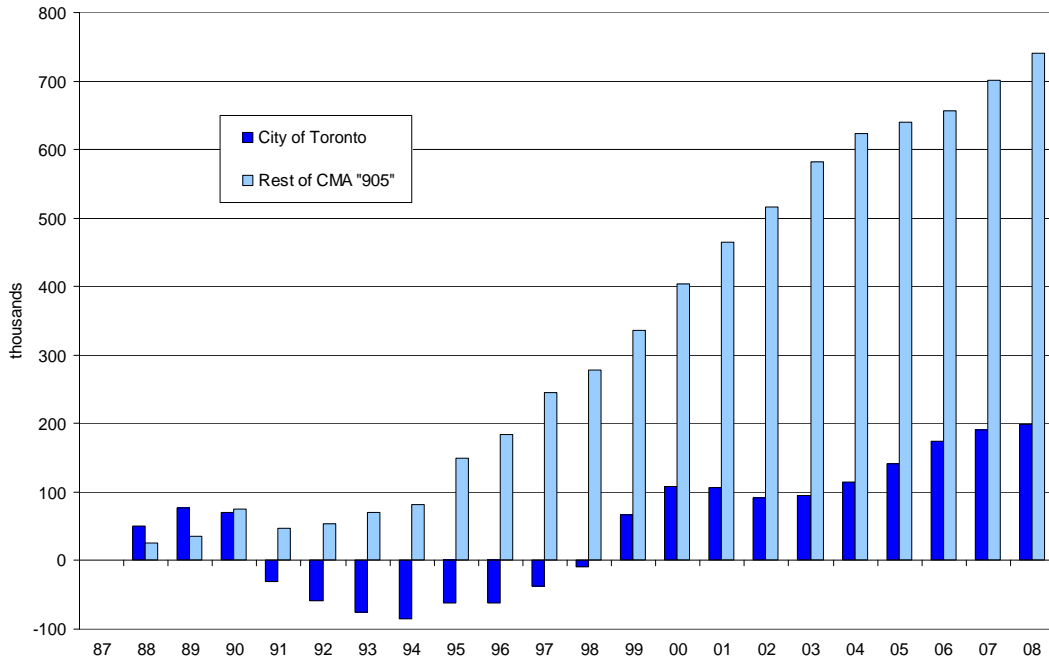


Chart 8 shows jobs and total population in the City and the 905, indexed so that 1987 = 100. This chart shows that the rate of job growth over the last 20 years in the City has matched total population growth. The number of employed City residents has increased more slowly than the number of jobs, so the City of Toronto is now a larger net importer of labour from the 905 and the rest of Ontario than it was 20 years ago.

Chart 8 - Population and Jobs (1987=100)

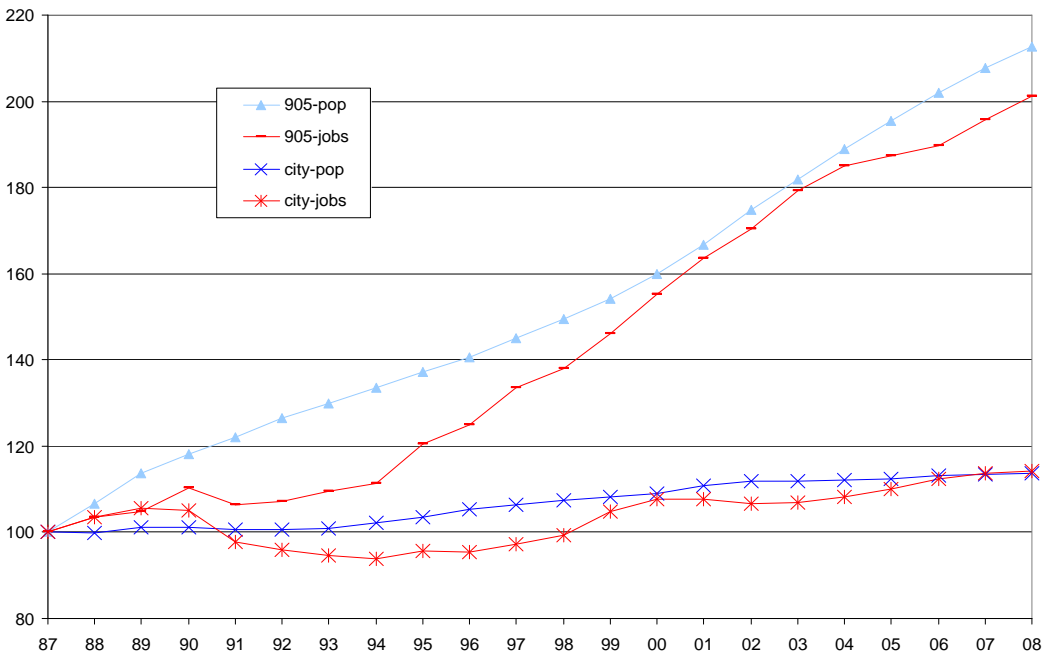
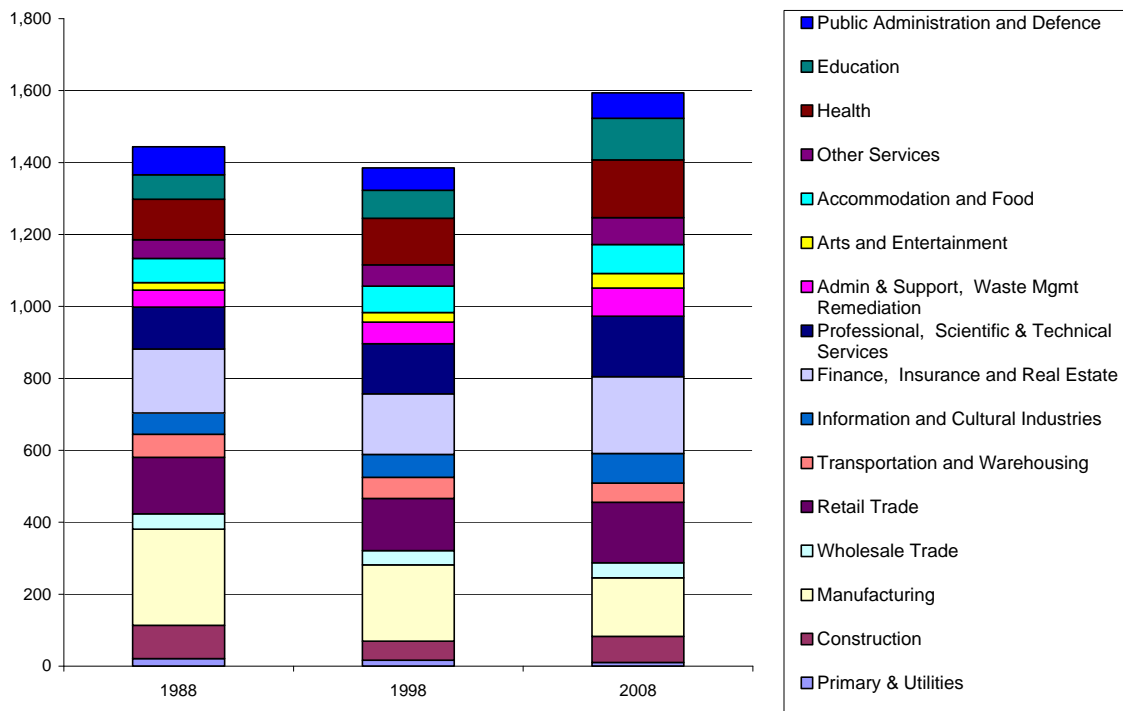


Chart 8 shows that job growth in the City and the 905 area has roughly matched each area's respective total population growth over the last 20 years. However, while population growth in the City seems to be on track to achieving the City's Official Plan targets, job growth in the City of Toronto is lagging behind the target in the City's O.P.

Over the last 20 years, the City's total population has grown at an average annual rate that is close to the Official Plan target for population growth. However, in order to achieve the upper end of the employment forecast in the City's Official Plan, employment in the City will have to grow faster than it has in the last 20 years.

Chart 9 and Appendix F contain a breakout by industry of jobs in the City today, compared to 10 years ago and 20 years ago. Between 1988 and 1998 the City lost 59,000 jobs. However, in the subsequent 10 years (1998-2008) the City added over 200,000 jobs. Employment in manufacturing industries declined in both periods and total employment in services expanded in both periods.

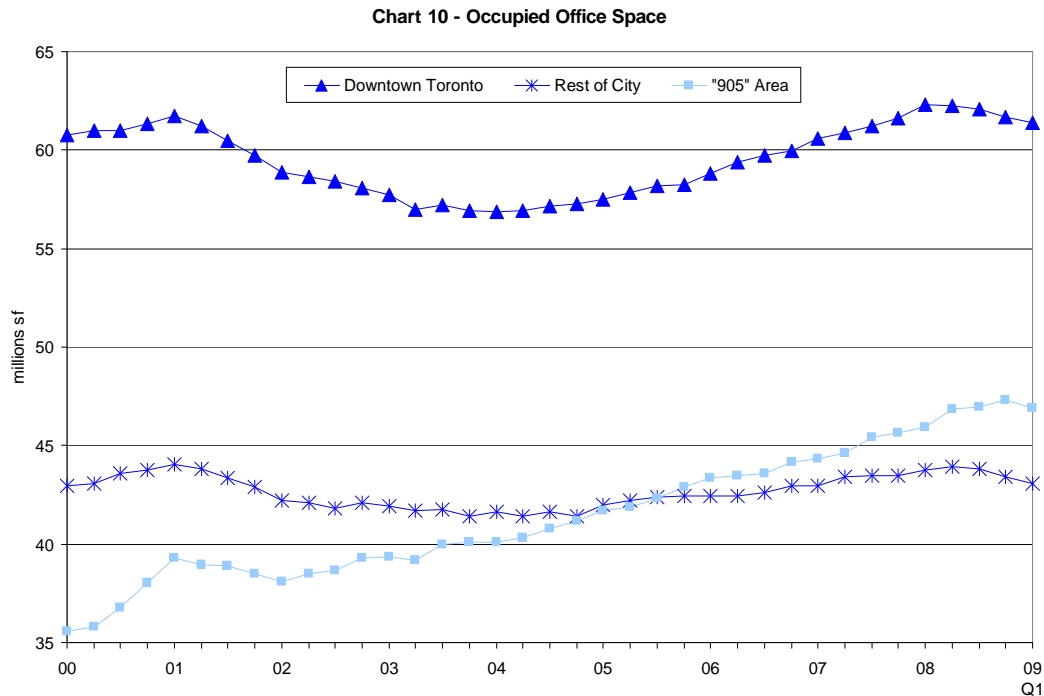
Chart 9 - Jobs by Industry in the City of Toronto (thousands)



Services employment growth was much stronger in the later ten year period. There was positive job growth in all service industries, except transportation and warehousing. In addition, there was zero job growth in insurance companies between 1998 and 2008.

Office Real Estate:

The amount of occupied office space in the City of Toronto declined between the first quarter 2001 and second quarter 2003, after which the total occupied office space remained stable until the fourth quarter 2004. Between 2001 and beginning of 2003 the amount of occupied office space within the City of Toronto declined by more than 7 million square feet, the bulk of which (4.8 million square feet) was lost in the downtown core.



Source: AltusInsite online database.

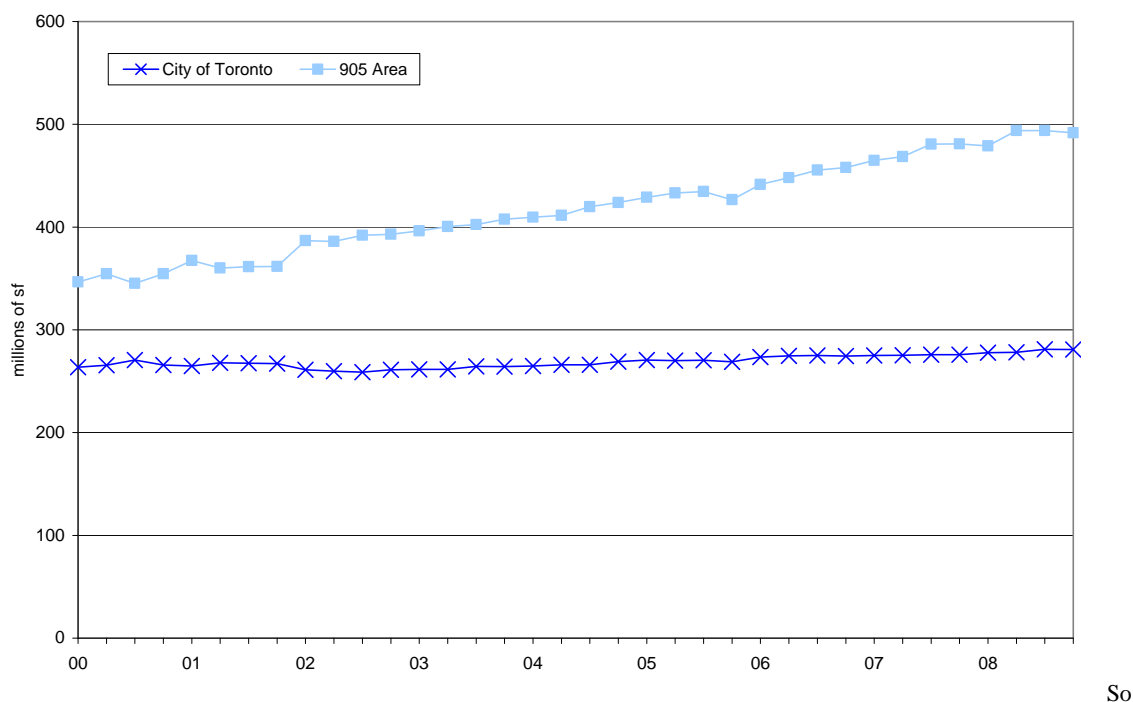
Beginning in the first quarter 2005, the total amount of occupied office space within the City of Toronto began to expand for the next three years and peaked in the second quarter 2008. Between the beginning of 2005 and the middle of 2008 the amount of occupied office space in the City increased by almost 7.5 million square feet. During this time the majority of the expansion in occupied office space, almost 5 million square feet, occurred in the downtown core. Between the second quarter 2008 and the first quarter 2009 the amount of occupied office space in the City declined by almost 1.7 million square feet. Approximately 50% of the reduction in occupied office space occurred in the downtown core. The net impact is that the total amount of occupied office space (104 million square feet) in the City today (Q1, 2009) is virtually the same as in 2000 (104 million square feet, Q1 2000).

Between the first quarter 2002 and the fourth quarter 2008, total occupied office space in the “905” area increased by almost 9.2 million square feet. In the first quarter 2009 the occupied office space in the “905” area declined by almost 400,000 square feet.

Industrial Real Estate:

The Toronto region contains the fourth largest industrial inventory in Canada and the United States, behind Chicago, Los Angeles and Dallas³.

Chart 11 - Occupied Industrial Space



Source: Cushman & Wakefield, LePage

Between 2000 and the end of 2008, most of the increase in occupied industrial space in the Toronto region occurred in the “905” municipalities. The amount of occupied industrial space within the City of Toronto increased by approximately 17 million square feet between 2000 and 2008.

Between the first quarter 2000 and the fourth quarter 2004, the amount of occupied industrial space within the City increased by approximately 5 million square feet. For the most part of 2005, the amount of occupied industrial space within the City did not see any significant increase or decrease. Between 2006 and the third quarter 2008, the amount of occupied industrial space within the City increased by approximately 12 million square feet. During the last six months the amount of occupied industrial space in the City has been virtually unchanged.

Between the third quarter 2000 and the second quarter 2008, the amount of occupied industrial space in the “905” municipalities increased by approximately 149 million square feet. During the last half of 2008, the “905” municipalities have experienced a decline of approximately 2 million square feet of occupied industrial space.

³ Colliers International, Fourth Quarter 2008, North American Highlights Report

CONCLUSION

Access to clear and understandable metrics on the economic health of the City is important to businesses, residents, and educators as well as City Council and other orders of government. Council's request for regular public reporting is timely and appropriate.

This report provides an overview of current economic conditions in the City of Toronto and Toronto region, a summary of available data and an outline of some of the limitations to more detailed analysis. Collecting, compiling and analyzing the data necessary to develop a clear and current understanding of the economic health of a large, diverse and integrated urban region such as Toronto is a complex and expensive task. Many of the data sets available were developed in the context of the industrial era when the world was much larger and operated at a much slower pace, and prior to the re-emergence of cities and city-regions as the key economic players. Consequently, data about some important economic measures are not readily available or not available at all (e.g. GDP and productivity for City, current place of residence/place of work linkages, work at home, individual firm movements, expansions, contractions, closures).

As has been shown in this report, only some of the economic trends data requested in the Council's Jan 27 & 28th meeting are available:

- a) jobs lost and created by sector and by duration - only the net impact by sector is available annually and the total growth over years is the only indicator by sector of the job duration
- b) number of businesses lost and created by sector - incomplete data are available
- c) summary of large businesses that have been attracted to or left Toronto - anecdotal information is available
- d) number of businesses that have significantly downsized - only very haphazard information is available
- e) possible reasons for changes - these analyses are currently underway
- f) metrics of performance compared to other GTA municipalities - some current economic trend data are available for the rest of the region as a total.

There have been improvements in recent years, particularly to the accessibility of CMA data on the web, and a number of initiatives are currently underway to enhance data and increase accessibility. These systems cannot all be updated overnight, however, we believe there are some relatively inexpensive and doable improvements that could be implemented quickly.

- The utility of the monthly (household) Labour Force Survey would be greatly enhanced by adding a question to identify where (i.e. municipality) the respondent works and, increasing the sample size of the survey within the Toronto region.
- Creating a job vacancy survey to provide information about current employment demand. At present we measure employment and unemployment, but do not collect data on which types of jobs are in demand. These data would be

extremely useful to job seekers, educators and industry. In the past, the number of job ads in major newspapers was used as a proxy for total employment demand. With the growing use of electronic job boards (Workopolis.com, Monster.com, etc.) it is now possible to develop a more detailed measure of employment demand.

Given the ongoing transformations in the global economy and the increased importance of major urban centres to the economic health of the Ontario and Canada, it would be helpful to create a federal/provincial/City table to collaboratively develop new measures, data collection and dissemination procedures.

Notwithstanding the need for new and better data, City staff will report semi-annually (Spring and Fall) using the best available data while continually pursuing initiatives to improve the quality, availability and timeliness of economic measures.

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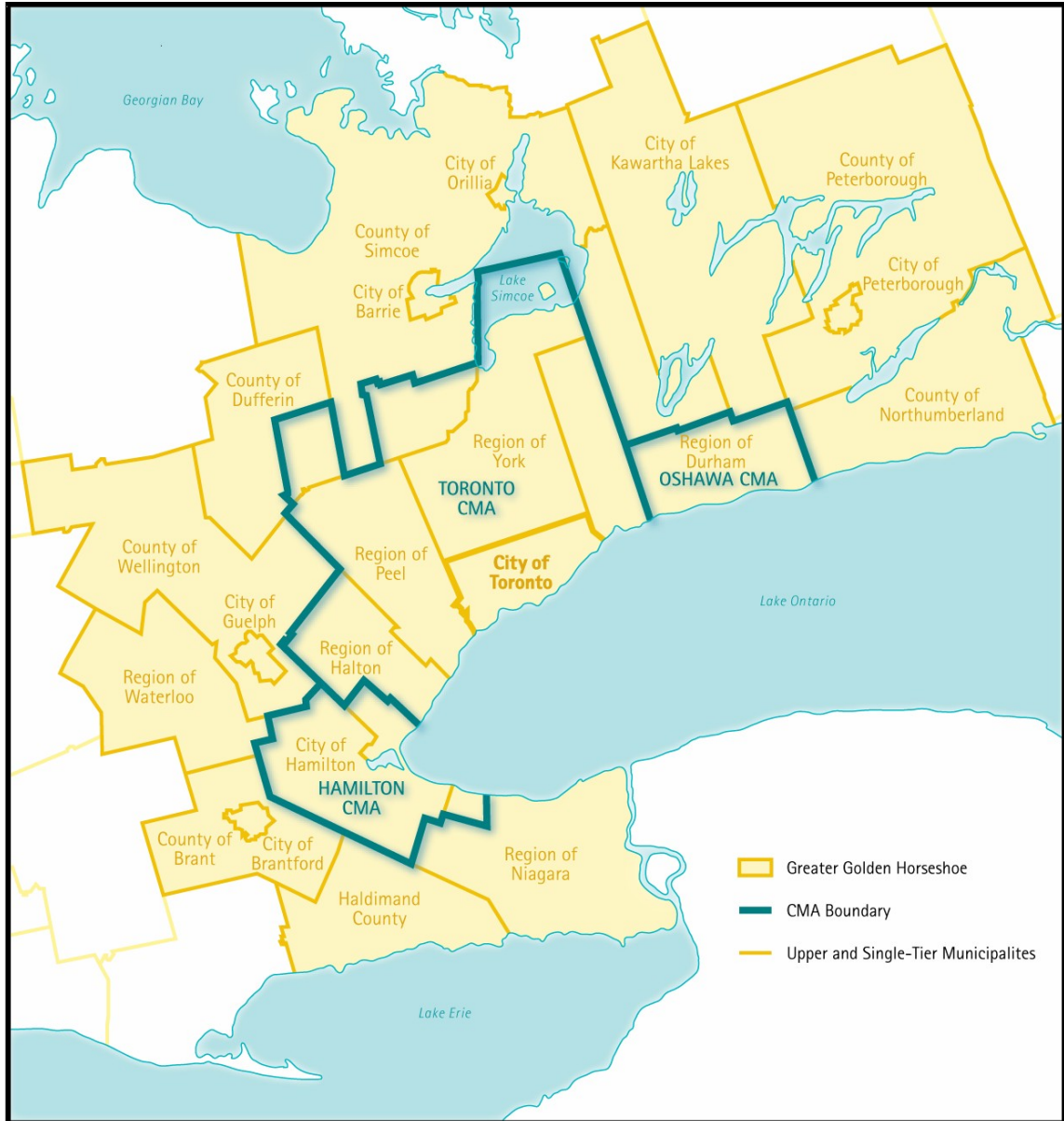
SIGNATURE

Michael H. Williams, General Manager
Economic Development, Culture and Tourism

ATTACHMENTS

Appendix A – Map of Toronto Region
Appendix B – Data to Measure Economic Activity in the City of Toronto
Appendix C – City Residents that work in the City and City Jobs filled by City Residents
Appendix D – Firms Moving into and out of the City of Toronto
Appendix E – Economic Brief - Financial Post 800 Head Offices in Toronto
Appendix F – Jobs by Industry in the City of Toronto 1988-2008
Appendix G – Existing Economic Publications

Map of Toronto Region



Data to Measure Economic Activity in the City of Toronto

The single best measure for an economy is the total output of goods and services produced. This is most often reported as Gross Domestic Product (GDP). Statistics Canada, however, only collects GDP data for the country as a whole and the provinces. The next best indicator of the level of economic activity is labour market indicators, specifically: jobs, hours worked and wages.

When developing estimates of economic activity for a relatively small area (like the City of Toronto) that is part of a larger urban area, it is also necessary to be explicit about whether one is collecting employment data by place of work or by place of residence. Place of work data (jobs) are the best indicator of output produced in an area. Place of residence data (employed residents) are also important and are more readily available than place of work data in Canada.

Chart B-1: City of Toronto - Jobs vs Employed Residents

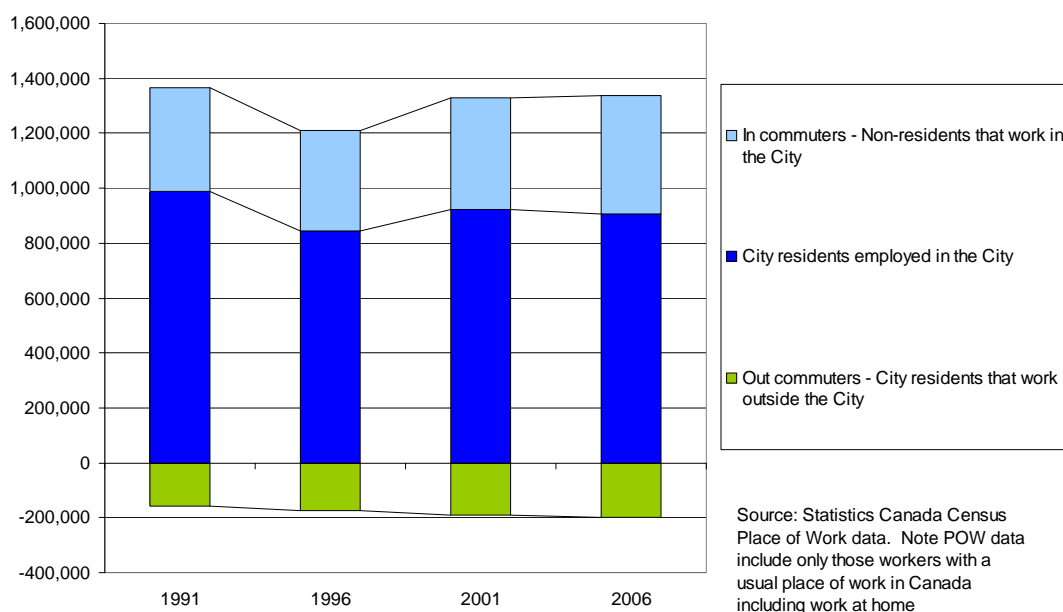


Chart B-1 above shows the overlap between jobs (employment by place of work) and employed City residents (employment by place of residence). Roughly twice as many people commuted into the City of Toronto to a job as there were City residents that commuted to a job outside the City in 2006 according to the census.

Eighty two percent of City residents that are employed work in the City of Toronto, and 67.7% of jobs in the City of Toronto are filled by City of Toronto residents. Appendix C shows how these percentages vary by industry.

Available Labour Market Indicators

The census is the most comprehensive picture of labour market conditions; however, it is only produced every five years. It is a place of residence (household) survey, and the returns are matched to place of work for the 20% of residents that fill out the long-form of the census. Chart B-1 is based on census place of work data.

The most timely source of labour market information in Canada is the Labour Force Survey, which is produced by Statistics Canada every month. Unfortunately this survey is a household survey, which is not matched to place of work, so these data are produced only by place of residence.

Labour Force Survey data are based on a relatively small sample in the City of Toronto (approximately 1,400 households). Therefore, detailed cross tabs are not reliable on a monthly basis and even the totals for the City are usually reported as three month moving averages, in order to smooth out month to month fluctuations due to sampling error.

Unlike in the United States, there is no comprehensive national survey of business payrolls in Canada; however, the City of Toronto has undertaken an annual employment survey (TES) each summer since 1981. The results from the most recent survey are available on the City's website.

Other data sources include the Business Register as well as other indicators of economic activity. Many of these are reported every month in Toronto Economic Indicators. Examples of other indicators include Toronto Transit riders, GO Transit trips, real estate indicators and tourist visits.

Labour Force Survey Data

The most widely reported monthly labour market indicator is the unemployment rate. Chart 1 and Chart 2 in the main report compare the unemployment rates for City residents age 15+ with other Canadian residents. These data are from the Labour Force Survey and the most recent data are for March 2009.

Employment by Place of Work – i.e. Jobs

Since Statistics Canada does not do a comprehensive national survey of business payrolls each month, we must rely on other indicators for employment by place of work data. The City of Toronto has undertaken an annual employment survey (TES) each summer since 1981.

Toronto Employment Survey (TES) data are collected by City Planning summer students physically walking employment areas in the City. Full and part-time employment is gathered for each establishment along with a code showing detailed industry (unlike most employment data the coding is not NAICS-based). TES is establishment-based and

therefore it does not cover most people that work at home and many who have no usual place of work.

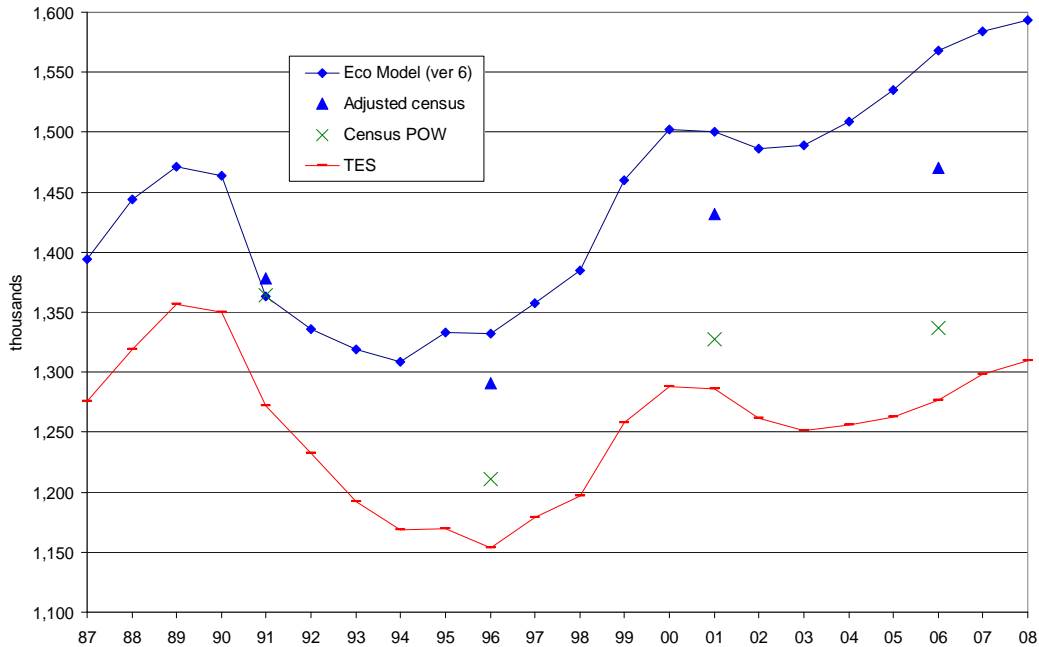
Business Register (also known as Canadian Business Patterns) data are counts of business establishments by range of employment by detailed industry. These place of work data are published semi-annually. December 2008 data were released on March 10, 2009. Statistics Canada compiles this list of businesses from administrative sources and uses it as a sampling frame for business surveys; however, information at the individual firm level in the register is confidential. Several characteristics of the firms (including country of control) are also part of this dataset; however, the cost of the data and its likely reliability are issues. To date we have not purchased any cross-tabs from the Business Register. Since employment data from the Business Register are only available in ranges, these place of work data cannot be used to reliably estimate total employment. One weakness of the Business Register data is that because it is compiled from administrative data, it is much quicker to add new firms than it is to delete firms that have disappeared. Firms are removed from the register only after they have ceased to file tax returns.

Ministry of Labour Layoffs Data. Provincial legislation in Ontario requires that firms anticipating layoffs of more than 50 employees notify the Ministry of Labour. The Ministry of Labour maintains these lists, but ministry staff has concerns about the accuracy of the data and therefore they do not wish to have these data published (even in aggregate form).

How Many People Work in the City of Toronto?

This should be a trivial question. Unfortunately, it is not that straight forward. Chart A-2 shows several timeseries for jobs in the City of Toronto. TES is the City of Toronto Planning Division's annual establishment-based employment survey. The red dots are place of work census data. The Xs are the census place of work data adjusted for persons with no usual place of work.

Chart B-2 Jobs in the City of Toronto



The top line in the chart is the estimate of the number of jobs in the City of Toronto that is contained in the City’s Econometric Model, which uses labour force survey data as a key input, so we have to adjust the place of work census data to LFS concepts. LFS employment is larger than census employment, and the between the two difference is rising. The table below shows (by place of residence) the difference between LFS and census employment data over the last 15 years.

	1991	1996	2001	2006
CMA Residents:				
Census	2,039.8	2,061.6	2,413.1	2,627.4
LFS	2,024.2	2,127.9	2,537.6	2,802.1
	0.992	1.032	1.052	1.066
City Residents:				
Census	1,164.2	1,099.2	1,228.0	1,242.2
LFS	1,197.4	1,099.2	1,249.7	1,320.0
	1.028	1.000	1.018	1.063

LFS has higher employment figures than census for two reasons. First is that the census data have not been adjusted for the census undercount which has been rising and is estimated to be 4.94% for the Toronto CMA in 2006. LFS is a sample survey and its results are scaled up using Statistics Canada population estimates, which do incorporate the census undercount. The method used to collect LFS data (phone interviews) may also generate slightly higher employment figures, because the interviewer prompts the respondent ie “Did anyone else in your household work last week?”

Three Month Moving Averages

Three month moving averages are often used to smooth out the volatility of month to month variations in survey data due to sampling error. A three month moving average is simply the average of the values for the last three months. For example, the three month moving average for March is the average of the monthly data for January, February and March. While three month moving averages serve to reduce the volatility of a series, the trade-off is the timeliness of the data that are reported.

Care has to be exercised when comparing monthly estimates with three month moving averages. For example, Statistics Canada typically reports national and provincial labour force estimates (eg. total employment, unemployment rates and participation rates) on a monthly basis, but CMA-level data are reported as three month moving averages.

Seasonal Adjustments

Many data series exhibit seasonal variations. For example, retail sales typically increase in December and employment increases in the summer (when many students are working). The number of weekdays in a month also changes from year to year, which impacts on series like transit ridership and retail sales.

In order to compare data from one month to the next, it is necessary to remove the seasonal component from the data series. This is accomplished using a statistical method called seasonal adjustment, which calculates the monthly fluctuations in the historical data (at least ten years of historical data are usually required). The raw data are then adjusted by an amount that is just enough to off-set the usual monthly variation, which makes the monthly (or the three month moving average) seasonally adjusted data comparable from one month to the next.

For example, if December retail sales are 10% higher each year than all other months, it would be necessary to make a 10% downward adjustment to December's retail sales, when comparing December with another month. Reality is a bit more complicated as the degree of seasonality in some series itself changes over time. Statistics Canada produces seasonally adjusted employment estimates for a limited number of variables for Canada, all provinces and Census Metropolitan Areas (CMAs). The seasonal adjustments to City of Toronto LFS data were prepared by City staff.

Percent of Employed City of Toronto residents that work in the City of Toronto			
	Total Employ	Job in City	Percent
All industries	1,104,215	905,405	82.0%
Primary & Utilities	8,660	5,935	68.5%
Construction	24,470	16,650	68.0%
Manufacturing	137,055	86,305	63.0%
Wholesale trade	54,265	33,020	60.8%
Retail trade	115,425	98,890	85.7%
Transportation and warehousing	36,005	22,275	61.9%
Information and cultural industries	52,380	47,275	90.3%
Finance and insurance	92,785	84,170	90.7%
Real estate and rental and leasing	30,300	26,875	88.7%
Professional, scientific and technical services	124,580	105,570	84.7%
Management of companies and enterprises	2,545	2,300	90.4%
Admin and support, waste mgmt and remediation	51,015	42,870	84.0%
Educational services	76,480	67,830	88.7%
Health care and social assistance	106,050	97,165	91.6%
Arts, entertainment and recreation	23,050	20,470	88.8%
Accommodation and food services	72,460	61,740	85.2%
Other services (except public administration)	56,125	48,730	86.8%
Public administration	40,580	37,350	92.0%
Includes all employed residents with a Usual Place of Work, including work at home (2006 Census)			

Percent of Jobs in the City of Toronto that are filled by City of Toronto residents.			
	Total Jobs	City Residents	Percent
All industries	1,336,540	905,405	67.7%
Primary & Utilities	11,830	5,935	50.2%
Construction	27,995	16,650	59.5%
Manufacturing	142,035	86,305	60.8%
Wholesale trade	55,160	33,020	59.9%
Retail trade	132,120	98,890	74.8%
Transportation and warehousing	38,660	22,275	57.6%
Information and cultural industries	70,555	47,275	67.0%
Finance and insurance	145,280	84,170	57.9%
Real estate and rental and leasing	36,655	26,875	73.3%
Professional, scientific and technical services	149,470	105,570	70.6%
Management of companies and enterprises	3,625	2,300	63.4%
Admin and support, waste mgmt and remediation	59,615	42,870	71.9%
Educational services	93,005	67,830	72.9%
Health care and social assistance	136,930	97,165	71.0%
Arts, entertainment and recreation	26,020	20,470	78.7%
Accommodation and food services	76,370	61,740	80.8%
Other services (except public administration)	65,360	48,730	74.6%
Public administration	65,840	37,350	56.7%
Includes all jobs with a Usual Place of Work, including work at home (2006 Census)			

Firms Moving into Toronto

Name: Cadbury
 Size: 75,000 sf
 From: Airport Corporate Centre
 To: 5000 Yonge St.
 Comment: Moved to consolidate and it was place of compromise in the Toronto Region.

Name: Nortel Networks Corp
 Size: 160,000 sf
 From: Brampton
 To: Westmetro Corporate Centre, Phase 1 – Etobicoke
 Comment: Sold their Brampton campus to Rogers Wireless and downsized in Toronto.

Name: Vector Aerospace
 Size: 7,000 sf
 From: St Johns – Newfoundland
 To: 2 Bloor St. W.
 Comment: Financial Post 800 company moved its Corporate Head Office to Toronto in 2008.

Name: The Equitable Trust Co.
 Size: 10,000 sf
 From: Waterloo, Ontario
 To: 30 St Clair Ave W.
 Comment: Financial Post 800 company relocated its head office from Waterloo in 2004 and now employs 120 people.

Hudbay Minerals

Name:
 Size: 9,000 sf
 From: Winnipeg
 To: Dundee Place, Downtown Toronto
 Comment: Company completing moving head office operations from Winnipeg to Downtown Toronto after merging with Skye Resources.

Name: Baywood Marble
 Size: 30,000 sf
 From: Vaughan
 To: 25 Baywood Road,
 Comment:

Name: Pasta Quintini
 Size: 91,200
 From: Outside Toronto
 To: 1880 Ormont Dr.
 Comment:

Name: Biochem Environmental Solutions
Size: 29,000 sf
From: Vaughan
To: 25 Baywood Road,
Comment:

Name: Merrill Lynch
Size: 26,000 sf
From: New York, USA
To: 250 Yonge Street
Comment: Transferring Financial & IT business functions to Toronto from New York to create a "Centre for Technology".

Name: Newalta Industrial Services Inc.
Size: 28,000 sf
From: Outside Toronto
To: 55 Vulcan St.
Comment: Established new waste management / recycling operation in Etobicoke.

Name: Stantec Architecture
Size: 40,000
From: Consolidation of four offices located throughout the Toronto Region.
To: 411 Wellington St. W.
Comment: Company operate 80 location throughout North America and the Caribbean.

Name: Canon Canada - Business Solutions Division
Size: 60,000 sf
From: Markham
To: 175 Bloor St. E.
Comment: In 2007 company moved its Ontario Head Office unit to the Downtown core to better serve its corporate clients.

Firms Moving out of Toronto

- Name: Bank of Montreal
 Size: 179,000 sf
 From: Bloor & Islington
 Yonge & Bloor
 To: Meadowvale Corporate Centre – Mississauga
 Comment: Customer contact centre – similar to a call centre.
 Wanted to be in a LEED class building but did not want to be in the downtown core.
- Name: Tata Consulting
 Size: 22,000 sf
 From: Mississauga operation
 Toronto operation at King / Wellington
 To: 5750 Explorer Dr
 Comment: IT Consulting company consolidated their software development operation in Mississauga and their head office operation – including sales staff – from downtown Toronto.
 Decision was partially cost driven and also best solution for some HR related concerns.
- Name: Alberto Culver
 Size: 32,000 sf
 From: Sold Manufacturing Building in Etobicoke
 To: Meadowvale & Meadowpine Centre - Phase II
 Comment: Located in a company owned manufacturing / warehouse building located in Etobicoke. The manufacturing portion was moved outside Canada and they leased office space in Mississauga for their remaining administrative and sales staff .
- Name: Carlton Cards
 Size: 38,000 sf
 From: Queensway in Etobicoke
 To: Dixie & Eglinton – Mississauga
 Comment: Left a manufacturing / warehouse building after manufacturing was outsourced outside Canada. Leased office space for remaining Canadian staff not far from former location.
- Name: MDS
 Size: 55,000 sf
 From: International Blvd – Etobicoke
 To: Credit Union Building – Mississauga
 Comment: Consolidation in a higher class building not far from their Etobicoke location.
- Name: State Farm
 Size: 300,000 sf
 From: Scarborough
 To: Aurora
 Comment: Wanted to own their own building.

Name: CGI
Size: 375,000 sf over three year period
From: Several Toronto Locations
To: 90 Allstate Parkway, Markham
Comment: Wanted to consolidate their company and reduce overall occupancy cost. They will keep their head office in Downtown core in order to be close to large clients.
They would have stayed in Toronto if municipal services i.e. public transit, were worth paying a property tax premium

Name: Honeywell
Size: 75,000 sf
From: 2 locations - Gordon Baker Road & Consumers Road
To: 85 Enterprise
Comment: consolidate locations into a custom built building

Name: Citibank
Size: 500 employees
From: 1 Toronto St.
To: Mississauga
Comment: Citibank constructed a new facility in Mississauga and moved its MasterCard operations in 2007. The organization's head office functions will continue to be in Toronto as well as its wholesale banking operations (corporate and investment banking), customer facing activities, and specialized operations such as leasing and derivatives

Name: Hummingbird (Now Open Text Connectivity Solutions Group)
Size: 500 employees
From: 1 Sparks Rd. – Finch and 404.
To: 38 Leek Crescent, Richmond Hill in 2007
Comment: Hummingbird moved to Richmond Hill in 2007.
The OpenText head office is located in Waterloo.

Name: Rogers Communications
Size: 470 employees
From: 105 Gordon Baker Dr and 2550 Victoria Park
To: Downsizing
Comment: Rogers shut down its call centre operations and moved some employees to other locations within the City and to its Brampton location. Rogers also laid off some employees during this closure.

Name: Collins and Aikman Plastics Ltd
Size: 450 employees
From: 165 Milner Ave. – Scarborough
To: Out of business in 2007
Comment:

Name: St Joseph Thorn
Size: 100 employees

Name: The Norampac division of Cascades Canada Inc
Size: 140 jobs
From: 450 Evans Avenue Toronto
To: Shut down operations
Comment: "This decision was taken to mitigate the negative impacts of several factors such as high labour costs, growing fibre supply costs and rising energy costs. Unfortunately, we do not have any other choice at this point than to suspend the mill's operations," stated Marc-André Dépin, President and Chief Executive Officer of Norampac.

From: 135 Rainside Road – Don Mills
To: Vaughan
Comment: Consolidating their Toronto Regional operations in new campus in Vaughan.

Economic Brief

Issue: Financial Post 800 - Head Offices in the City of Toronto

This briefing note summarizes the rank of Canadian cities as head office locations. It is based on data from the Financial Post 800, which is a listing of the 800 largest companies in Canada, based on revenue, published each year in June.

Number of companies in the FP800 by location of headquarters:

	2006	2007	2008
Toronto	169	172	174
Calgary	99	109	107
Montreal	93	86	80
Mississauga	62	61	63
Vancouver	57	54	51
Winnipeg	30	25	26
Edmonton	17	21	24
Markham	20	21	19
Ottawa/Kanata	16	18	17
Other Quebec	50	55	55
Other GTA	40	39	43
Other Ontario (not GTA)	38	41	40
Other BC	45	32	35
Other Prairies	22	22	23
Atlantic Canada	22	19	20
Non-Canada HQ	15	19	15
Other Alberta	5	6	8

- As seen in the table, the share of the 800 largest Canadian companies (by revenue) with their headquarters in Toronto grew from 169 in 2006 to 174 in 2008. Mississauga ranks 4th as home to 63 large firms.
- Between 2006 and 2008, 36 companies headquartered in Toronto dropped out of the rankings (see Table C-1):
 - 15 were acquired or merged with another company – though employment in Toronto may remain the same, they are either no longer considered Canadian companies or have become part of a company already on the list.
 - 4 moved their headquarters from Toronto to another location; in all cases another city in Ontario (2 to Mississauga, 1 to Aurora and 1 to Strathroy).
 - 16 companies are still in Toronto but fall out of the rankings
 - 1 income fund was delisted from the TSX.

- Meanwhile, there are 41 companies with headquarters in Toronto that are new to the FP800 in 2008 (see Table C-2):
 - 4 companies on the list in 2006 in a different location have moved their head offices to Toronto (1 each from Brampton, Waterloo, St. Johns and Reno)
 - 36 are new to the list
 - Molson Canada moved their headquarters to Toronto although Montreal retains the office for the MolsonCoors parent company.

Conclusions:

Overall, this analysis shows that Toronto's status as a corporate capital has changed very little over the past few years. An observable trend prior to 2006 which saw many companies moving their headquarters from the City of Toronto to other parts of the GTA has virtually ceased. Instead, most of the change on the list since 2006 is the result of normal volatility with a large number of companies moving into and out of the rankings each year. One notable point is that the companies that no longer have their head offices in Toronto were more likely to be very large (ie. in the top 200) and acquired by another company, while the new entrants tend to be towards the bottom of the list. This isn't necessarily a worrisome trend as it shows the resiliency of the Toronto economy.

Further, the lists of companies headquartered in Toronto that move into and out of the rankings both include a broad range of industries. For example, several high profile mining companies have been acquired by international companies, but several others have joined the list with Toronto head offices. Additionally, two high-tech companies were acquired by companies elsewhere but two more moved to Toronto from other locations.

However, it is very important to keep in mind that the Financial Post 800 is a ranking **based on revenue** and shows only the location of a head office. Most of a company's employment may be elsewhere, and often is. In other words, the ranking shows that Toronto is still a very desirable location for head offices across industries, but this is primarily a reflection of the finance and business services industries, and Toronto's connections to corporate capitals elsewhere. These are important indicators for the local economy, but head offices in a broad range of industries do not necessarily reflect a diversity of employment types.

Similarly, even though some high revenue companies acquired by foreign investors have been replaced in the FP rankings by other high revenue companies, this does not necessarily mean that the loss of large local employers can be immediately offset by the growth of smaller employers.

Attachments:

Table E-1 – Companies with Toronto headquarters dropped from FP800 2006

Table E-2 – Companies with Toronto headquarters new to FP2008 in 2008

TABLE E-1 – Companies with Toronto headquarters dropped from FP800 2006

2006 Rank	Company	Industry	Status
28	The Thomson Corporation	Publish	Now Thomson Reuters - New York HQ (Rank 50)
34	Falconbridge Limited	Mining	Purchased by Xstrata - now Xstrata Nickel, still in Toronto (not in FP800)
49	Hudson's Bay Company	Merchant	Acquired by NRDC Equity Partners (Purchase, NY)
66	Inco Limited	Mining	Purchased by Vale - now Vale Inco, still in Toronto (not in FP800)
79	Great Atlantic & Pacific Co. of Canada Ltd.	Food Sell	Acquired by Metro - Montreal (Rank 34)
132	McDonald's Restaurants of Canada Limited	Service	still in Toronto (Not in FP800)
153	Cott Corporation	Drink	Moved to Mississauga (Rank 170)
196	State Farm Group	Prop Ins	Moved to Aurora, ON (Rank 183)
201	MDS Inc.	Health	Moved to Mississauga (Rank 223)
237	Xerox Canada Inc.	High-tech	still in Toronto (Not in FP800)
273	Fairmont Hotels & Resorts Inc.	Service	Acquired by Kingdom Holding Company - HQ still in Toronto (not in FP800)
277	Harris Steel Group Inc.	Steel	still in Toronto (Not in FP800)
343	Legacy Hotels Real Estate Investment Trust	Reit	Acquired by Invest - Mississauga HQ (Rank 459)
382	CHUM Limited	Media	Acquired by CTV Globe Media - HQ in Toronto (not in FP800 - competitor)
384	GSW Inc.	Manuf	Acquired by AO Smith Water Products - Tennessee (not in FP800)
403	Heating Oil Partners Income Fund	Utility	delisted from TSX
429	Aur Resources Inc.	Mining	Acquired by Teck Cominco - Vancouver (Rank 63)
459	Campbell Company of Canada	Food Man	still in Toronto (Not in FP800)
471	Sumitomo Canada Limited	Whole	still in Toronto (Not in FP800)
477	Atlas Cold Storage Income Trust	Transport	Merged with Versacold - Vancouver (Rank 371)
501	Meridian Technologies Inc.	Vehicle	Moved to Strathroy, ON (Not in FP800)
512	Burger King Restaurants of Canada Inc.	Service	still in Toronto (Not in FP800)
524	Caggemini Canada Inc.	Service	still in Toronto (Not in FP800)
535	Woodbine Entertainment Group	Amuse	still in Toronto (Not in FP800)
553	The Citadel General Assurance Company	Prop Ins	Acquired by AXA Canada - Montreal (Rank 193)
588	Roots Canada Limited	Store	still in Toronto (Not in FP800)
615	Hummingbird Ltd.	Info-tech	Acquired by Open Text - Waterloo (Rank 375)
636	CNA Canada	Prop Ins	still in Toronto (Not in FP800)
644	Sanofi Pasteur Limited	Biotech	still in Toronto (Not in FP800)
670	Polyair Inter Pack Inc.	Manuf	still in Toronto (Not in FP800)
675	Carillion Canada Inc.	Engineer	still in Toronto (Not in FP800)
683	Commercial Alcohols Inc.	Chemical	still in Toronto (Not in FP800)
701	Leitch Technology Corporation	High-tech	Acquired by Harris Corporation - operations still in Toronto (not in FP800)
705	Rockwater Capital Corporation	Finance	still in Toronto (Not in FP800)
735	IPC US Real Estate Investment Trust*	Reit	Acquired by Behringer Harvard - Texas (not in FP800)
783	Sojitz Canada Corporation	Whole	still in Toronto (Not in FP800)

Acquired or Merged:	15
Still in Toront but out of FP800:	16
Moved:	4
Other:	1
Total:	36

Table E-2 – Companies with Toronto headquarters new to FP2008 in 2008

2008 Rank	Company	Industry	Status		
31	Nortel Networks Corporation	High-tech	Moved from Brampton (Rank 24)	Moved to Toronto	4
160	Molson Canada 2005	Drink	Canadian HQ of Molson Coors	New to list	36
191	Coca-Cola Bottling Company	Drink	New to list	Other:	1
277	GAP Canada Inc.	Store	New to list	Total:	41
294	Thompson Creek Metals Company Inc.	Mining	New to list		
320	Coventree Inc.	Finance	New to list		
322	The Boiler Inspection and Insurance Company of Canada	Prop Ins	New to list		
340	Yamana Gold Inc.	Gold	Acquired Meridian Gold - Reno, NV (Rank 798)		
366	ARAMARK Canada Ltd.	Service	New to list		
426	Newport Partners Income Fund	Finance	New to list		
451	Royal Utilities Income Fund	Energy	New to list		
544	Uranium Participation Corporation	Finance	New to list		
549	Vector Aerospace Corporation	High-tech	Moved from St. Johns NF (Rank 567)		
569	FNX Mining Company Inc.	Mining	New to list		
577	Sunrise Senior Living Real Estate Investment Trust	Real Est	New to list		
615	Moore's Retail Group Inc.	Store	New to list		
633	Neo Material Technologies Inc.	Chemical	New to list		
639	Marsh Canada Limited	Finance	New to list		
653	Primaris Retail Real Estate Investment Trust	Real Est	New to list		
655	Royal Laser Corp.	Steel	New to list		
670	Universal Energy Group Ltd.	Utility	New to list		
677	Brainhunter Inc.	Service	New to list		
681	Travelers Guarantee Company of Canada	Prop Ins	New to list		
714	North American Palladium Ltd.	Mining	New to list		
716	ATS Andlauer Income Fund	Transport	New to list		
728	Equitable Group Inc.	Trust	Moved from Waterloo (Rank 580)		
731	Northland Power Income Fund	Utility	New to list		
736	Medical Facilities Corporation	Health	New to list		
739	IBI Income Fund	Engineer	New to list		
740	Gluskin Sheff + Associates Inc.	Finance	New to list		
741	Frontera Copper Corporation	Mining	New to list		
743	Computershare Trust Company of Canada	Trust	New to list		
744	Pyxis Capital Inc.	Finance	New to list		
746	AIG Assurance Canada	Life	New to list		
749	Dundee Precious Metals Inc.	Gold	New to list		
758	Tri-White Corporation	Amuse	New to list		
781	The Hurley Group	Service	New to list		
783	Bank of Tokyo-Mitsubishi UFJ (Canada)	Bank	New to list		
784	Associated Brands Income Fund	Food Man	New to list		
794	Corby Distilleries Limited	Drink	New to list		
800	Algorithmics Incorporated	Info-tech	New to list		

Jobs by Industry in the City of Toronto

Jobs in the City of Toronto (1000s)				Change	Change
	1988	1998	2008	88-98	98-08
All Industries	1,444	1,385	1,594	-59	209
Goods	381	281	245	-99	-36
Primary	5	5	4	0	-1
Construction	92	53	73	-39	19
Utilities	16	12	6	-5	-5
Manufacturing	268	212	163	-56	-49
Food and Beverage Mfg	35	32	31	-3	-1
Printing (Mfg)	18	14	10	-4	-4
Pharmaceutical Mfg	8	7	7	0	-1
Primary and Fabricated Metal Mfg	26	16	14	-11	-2
Machinery and Equipment Mfg	11	6	5	-4	-1
Computer and Electronic Product Mfg	24	19	11	-5	-8
Motor Vehicle Mfg	11	13	8	2	-5
Furniture Mfg	11	14	14	2	1
Other Manufacturing	124	91	63	-33	-28
Services	1,063	1,104	1,348	41	245
Wholesale and Retail Trade	200	185	210	-15	25
Wholesale Trade	43	40	42	-3	2
Retail Trade	157	145	168	-12	23
Transportation, Storage and Communicati	123	122	136	-1	14
Transportation and Warehousing	64	59	54	-5	-5
Information and Cultural Industries	59	64	82	5	18
Finance, Insurance and Real Estate	178	169	213	-9	44
Depository Credit Intermediation	60	75	99	14	24
Securities	23	29	29	6	1
Insurance Carriers	41	28	28	-13	0
Real Estate	32	21	29	-11	8
Other Finance, Insurance and Real Esta	21	16	27	-5	11
Commercial Services	304	359	442	55	84
Professional, Scientific & Technical Serv	117	139	168	22	30
Computer Systems Design	19	29	43	10	14
Other Prof, Scientific and Technical Se	98	110	125	12	15
Admin & Support, Waste Mgmt Remedia	47	61	79	13	18
Arts and Entertainment	21	27	41	6	14
Accommodation and Food	67	73	80	6	7
Other Services	52	59	75	7	15
Non-Commercial Services	181	207	276	26	69
Health	113	130	161	17	31
Education	68	77	116	9	38
Public Administration and Defence	78	62	71	-15	8

Source: City of Toronto Econometric Model (version 6)

Toronto Economic Indicators is a monthly publication, prepared by Economic Development staff, which summarizes the most important indicators about the economic health of the City. It is emailed to approximately 500 subscribers each month and is available on the City's website at: www.toronto.ca/business_publications/indicators.htm

City of Toronto 2008 Business Directory is a cd-rom product produced by Economic Development staff, which contains information about 65,000 businesses in the City. This product was for sale at Access Toronto until it closed. We are now trying to find another channel through which we can sell it to the public.

Major Development Projects summarizes information about major development applications received by City Planning each month. It is available on the City's website at: www.toronto.ca/planning/development_portfolio/index.htm

Toronto Economic Overview is produced 2-3 times per year by Economic Development staff. It is a PowerPoint presentation that summarizes trends in the key economic indicators for the City over a roughly 3-4 year timeframe. It is presented to bond rating agencies and is available on request.

Toronto Employment Survey Bulletin is published annually by City Planning and it reports on the results of the City's annual establishment-based employment survey. It is available on the City's website at: www.toronto.ca/demographics/surveys.htm

Industry and Occupation Profiles are produced annually by Economic Development staff, based on Statistics Canada Labour Force Survey data for the Toronto CMA. Profiles for 210 industries and 58 occupations are available on the City's website. Several html tables and downloadable spreadsheets containing labour force information are also updated each year and are available at: www.toronto.ca/invest-in-toronto/labour_force.htm

Toronto Econometric Model is updated every eighteen months and consists of approximately 500 variables. It is a quarterly forecasting model that contains historical data starting in 1987. The key variables in the model are estimates of GDP, employment by place of work and by place of residence for 30 industries for three regions: City of Toronto, the rest of the Toronto CMA and the rest of Ontario. It is available upon request.

Custom Data In addition to the publications listed above Economic Development staff produces customized data packages in response to a wide variety of investment enquiries. Data supplied could include elements from the standardized products outlined above as well as specialized extracts from a variety of sources including census and other Statistics Canada data, the Business Directory and the Toronto Employment Survey. City Planning also produces research requests, primarily from the employment survey and land use information.