

Business & Employer Data Survey

2025 Summary

The Business & Employer Data Survey is conducted annually between May and August.

Data is collected from brick-and-mortar business locations across Barrie through in-person interviews and follow-up phone calls and emails as needed.

3,750 of **4,389** business locations responded to the survey
= response rate of **85.4 per cent**



4,389

Total Businesses Visited



64,619

Total Surveyed Employment

43,263

Full-time Employees

18,425

Part-time Employees

2,931

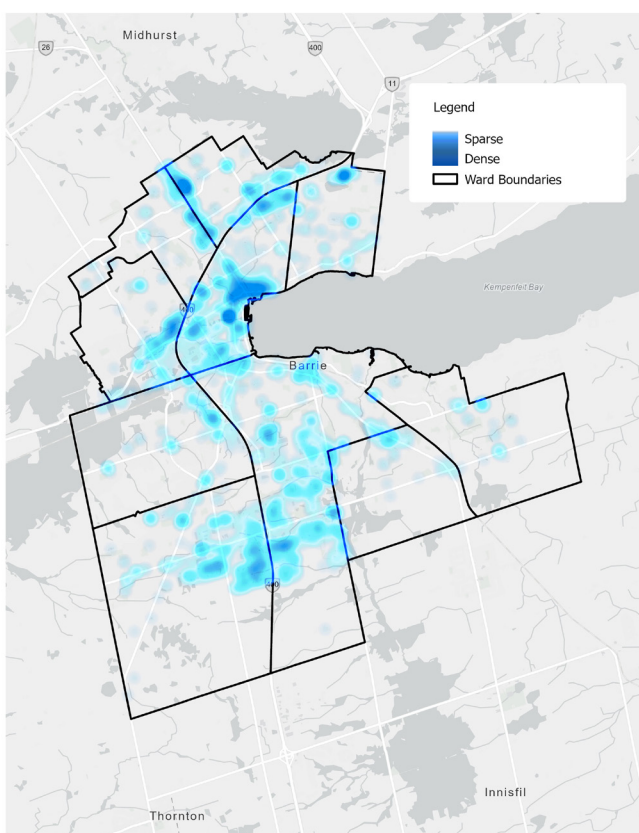
Seasonal Employees

Survey Scope

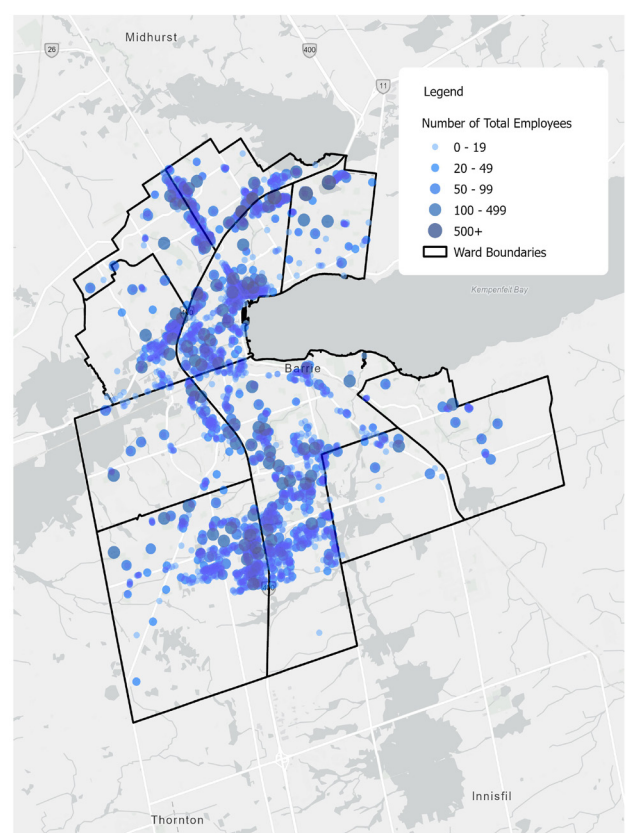
The employment figures presented here are based on the 85.4 per cent of Barrie's brick-and-mortar business locations that provided survey responses in 2025. This provides a strong representation of the city's traditional business landscape. However, the survey does not include self-employed individuals or home-based businesses; therefore, the data does not reflect Barrie's total number of businesses or overall employment.

Barrie's businesses and jobs are spread across the city, with concentrations following major transit corridors, which are key for the movement of goods and talent across the city.

Business Concentration



Employment Concentration



Barrie is home to a well-diversified economy; no single industry accounts for more than 19 per cent of the city's business base or total employment. Advanced manufacturing and knowledge-based industries are key drivers of growth.

Top Five Industries

by Number of Establishments



investbarrie

Top Five Industries

by Number of Full-time Employees



investbarrie

Establishment and Total Employment by Industry



Contact Us

investbarrie.ca
invest@barrie.ca
705.728.9850

investbarrie