



2023

**Business & Employer
Data Survey Final Report**

investbarrie

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Business & Employer Data Survey Overview

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

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

Message from the Economic and Creative Development Department

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

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

We invite you to read this report and check out the 2023 business directory to learn more about employment within Barrie.

Visit [InvestBarrie.ca](https://investbarrie.ca) to discover how the Invest Barrie team supports businesses.

Methodology

The 2023 Business & Employer Data survey was a comprehensive city-wide survey of all businesses (excluding home-based businesses). All data collected is aggregated for reporting purposes.

Businesses were primarily contacted through door-to-door interviews between May and August of 2023. Surveyors used a GIS-based application called ArcGIS Field Maps to collect the business information. All businesses were directly contacted and details about the business were confirmed and entered in the system. Where records showed a business that was no longer at an address, records were removed or updated with the new location. When business locations report a new business to be open soon, the information is updated accordingly.

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

Data Collected

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

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

Data collection methods included:

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

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

North American Industrial Classification System (NAICS)

Businesses are classified by the North American Industrial Classification System (NAICS) 2022 version. It is a standard classification system used throughout Canada, the United States and Mexico.

Disclaimer

All numbers referenced in the report are the aggregation of the data collected in 2021, 2022, and 2023. 2021 reported numbers are based on 2,931 responses, which translates to a response rate of 68%. The 2022 reported numbers are based on 3,206 responses, which translates to a response rate of 75%. The 2023 reported numbers are based on 3,442 responses, which translated to a response rate of 78.6%.

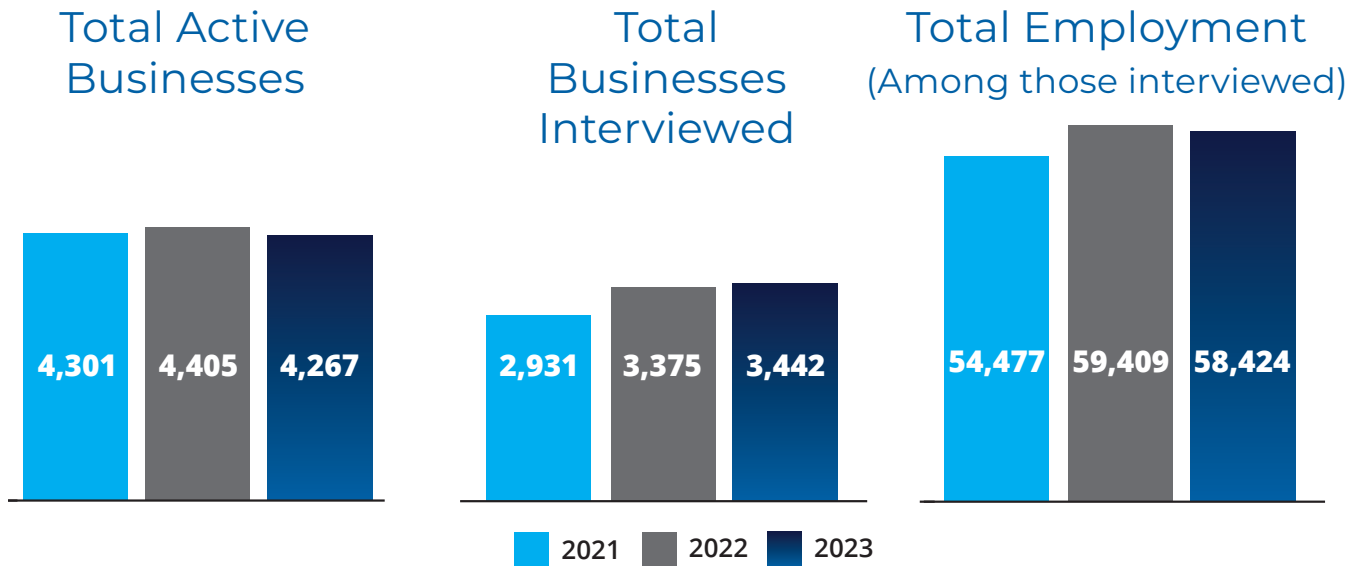
This sample is a good representation of the total employment created by Barrie businesses across various sectors. However, the sample should not be considered an accurate depiction of the employment sizes by industry, but rather as a subset of the various sectors that are present in Barrie.

The data reported reflects the results based on the responses collected rather than an estimation of the local economy. Data is not carried over from the previous year. As a result of reporting on actual responses collected versus estimations, some sectors are overrepresented versus other sectors in the sample.

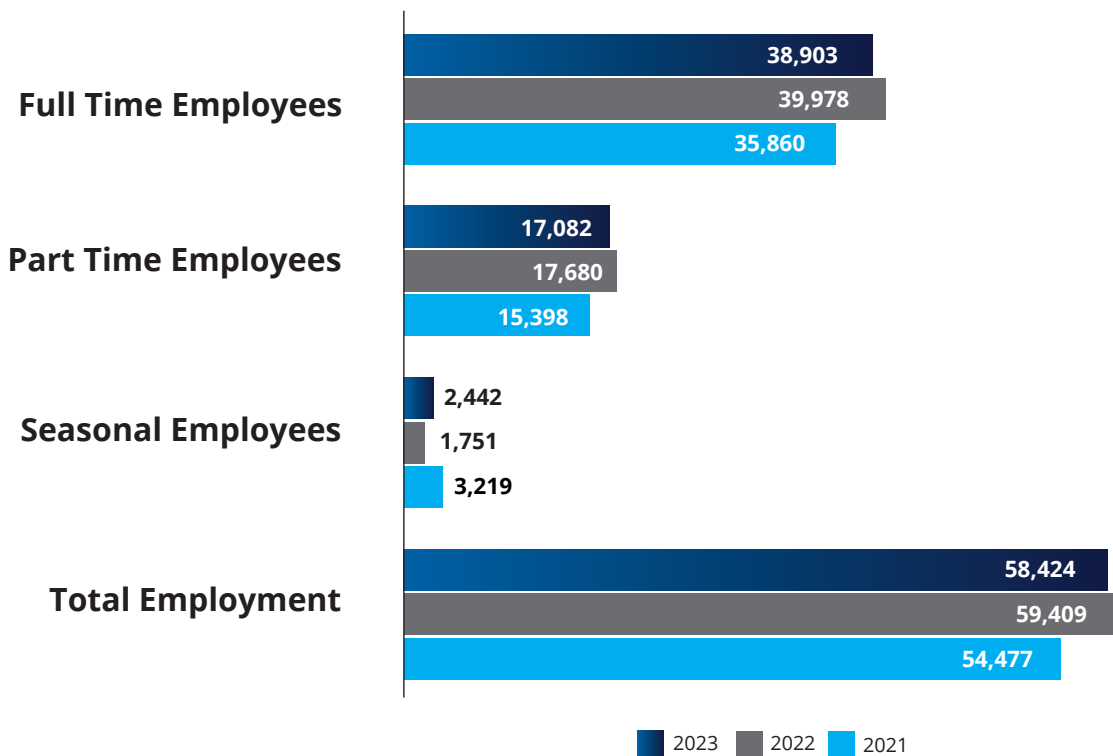
An interactive dashboard about the survey data can be accessed at [Business and Employer 2023 Public Directory \(arcgis.com\)](#). The data can also be downloaded from the open data portal at <https://opendata.barrie.ca/datasets/business-employer-directory-2023-public>. Please refer to the appendix to understand the privacy terms of the data collected.

Summary of Findings

A total of **4,998** business locations were identified in 2023 representing 137 new business locations vs. 2022. Of these businesses, **4,267** businesses were active - i.e. not vacant. The City has seen a slight decline in the number of active businesses. Encouragingly, over **100 future business sites were identified in 2023**.



Employment by Type



General Statistics (2023)

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



371

**Number of businesses
exporting**



198

**Future Business
locations identified**



101

**Number of Head
office locations**



167

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



616

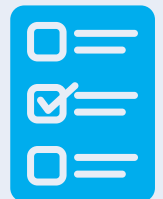


4,998

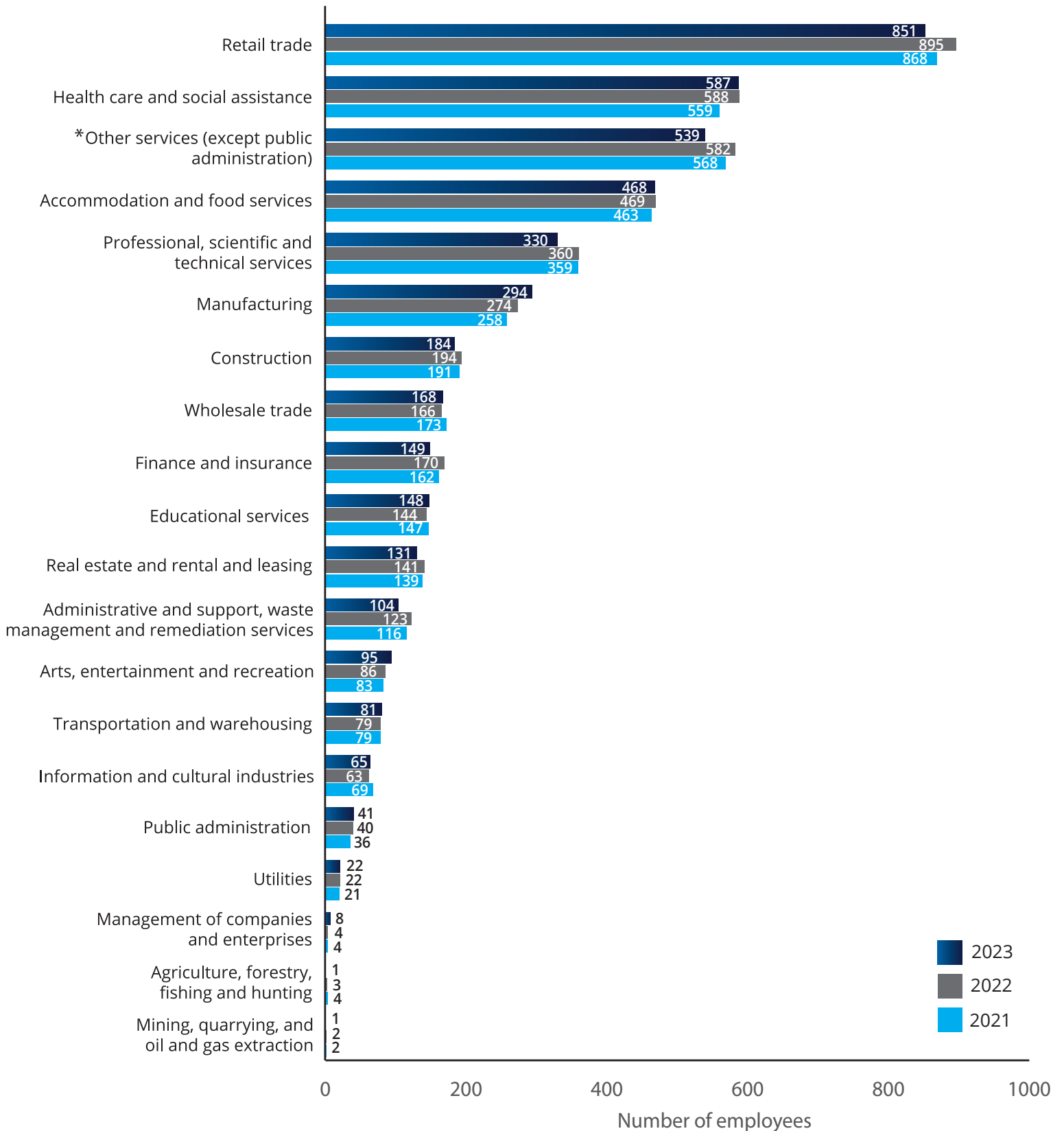
businesses locations
identified in employment and
commercial areas of the city

3,442

Businesses
participated in
the survey

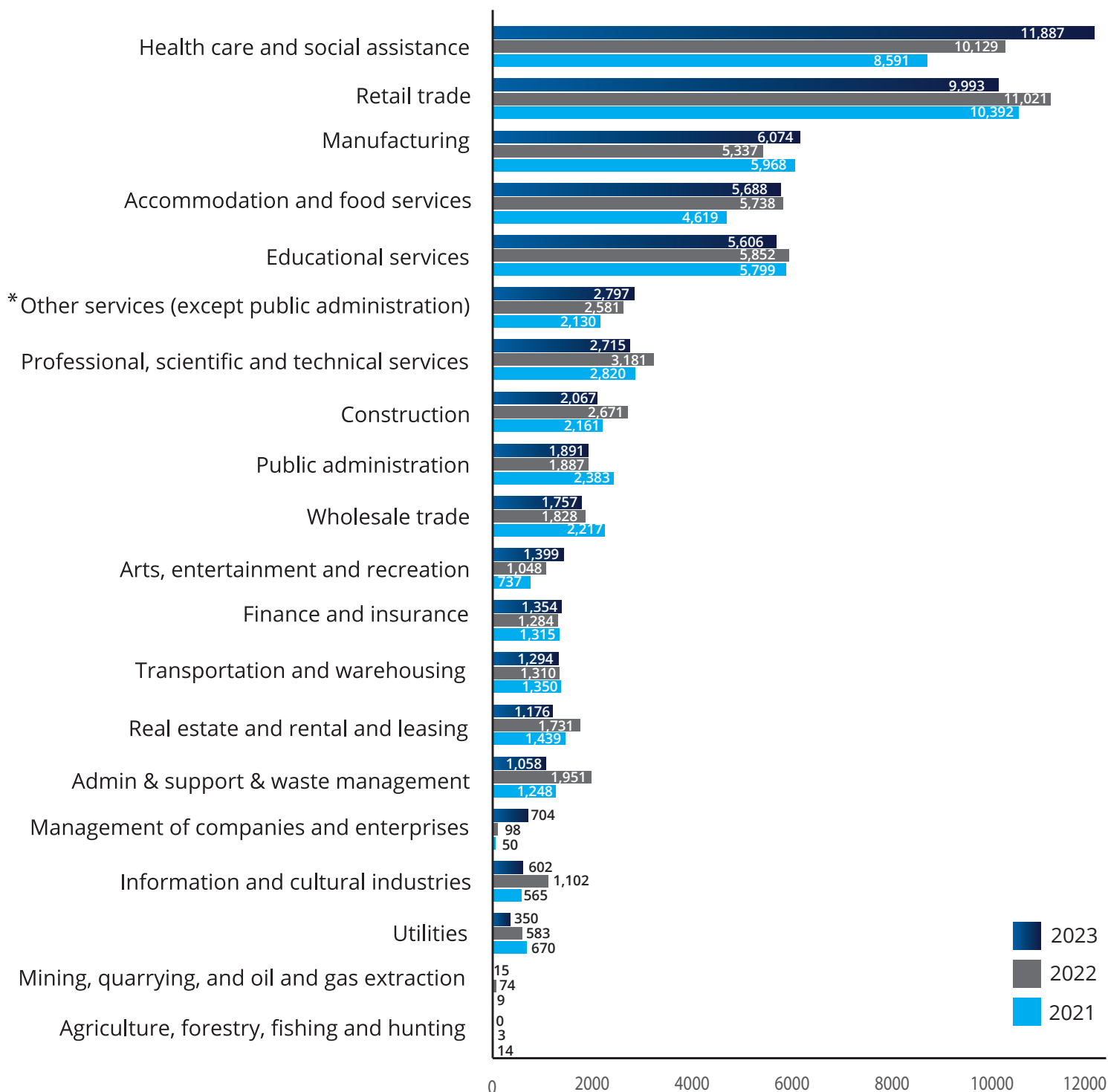


Businesses Reported by Industry



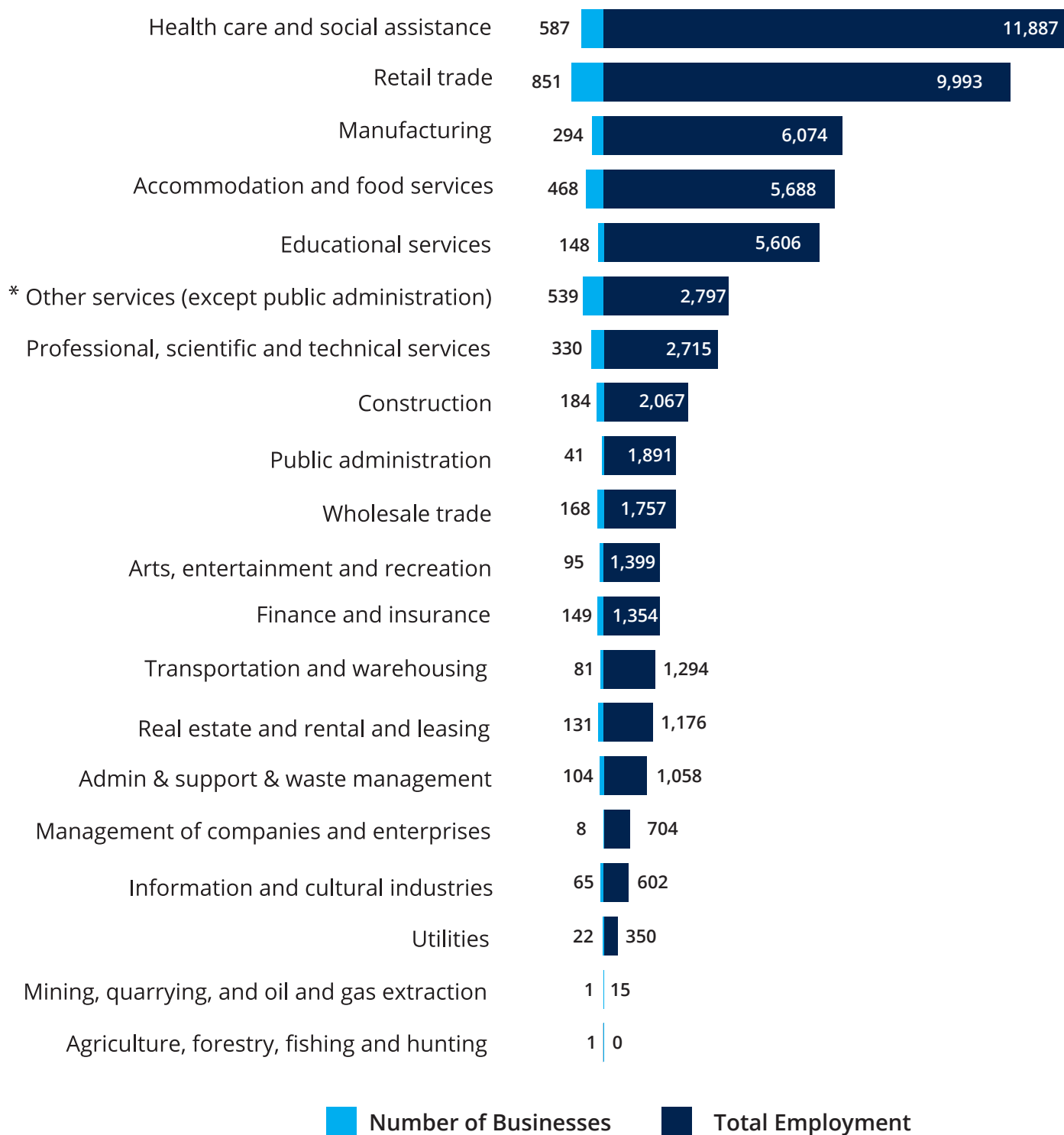
***Other Services** This sector includes vehicle/machinery/equipment repair; personal care, funeral, laundry, pet care and photo finishing services; organizing and promoting religious activities; grant-making, advocating (promoting) various social and political causes.

Total Employment by Industry (Among those that participated)



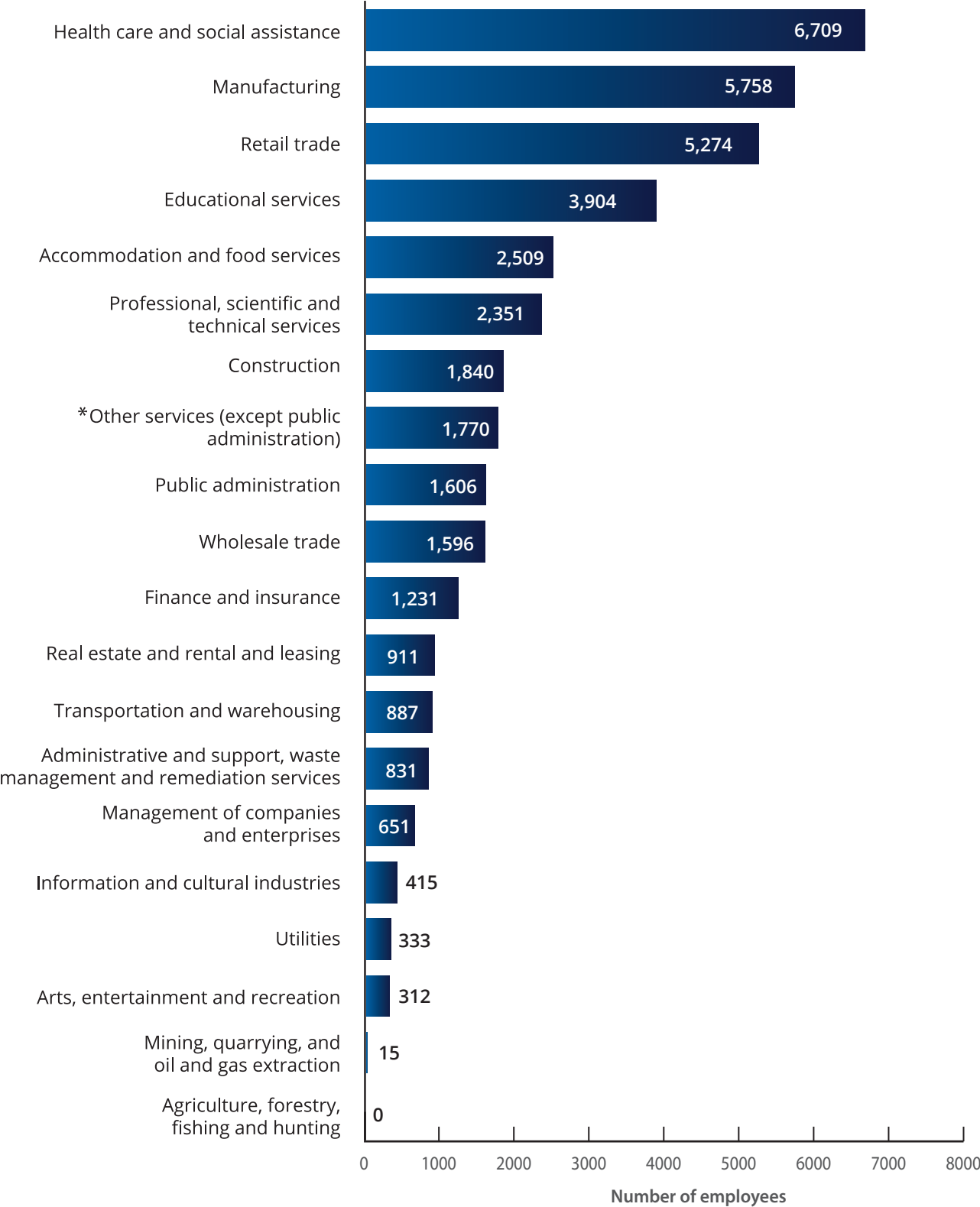
***Other Services** This sector includes vehicle/machinery/equipment repair; personal care, funeral, laundry, pet care and photo finishing services; organizing and promoting religious activities; grant-making, advocating (promoting) various social and political causes.

Establishments and Total Employment by Industry (2023)



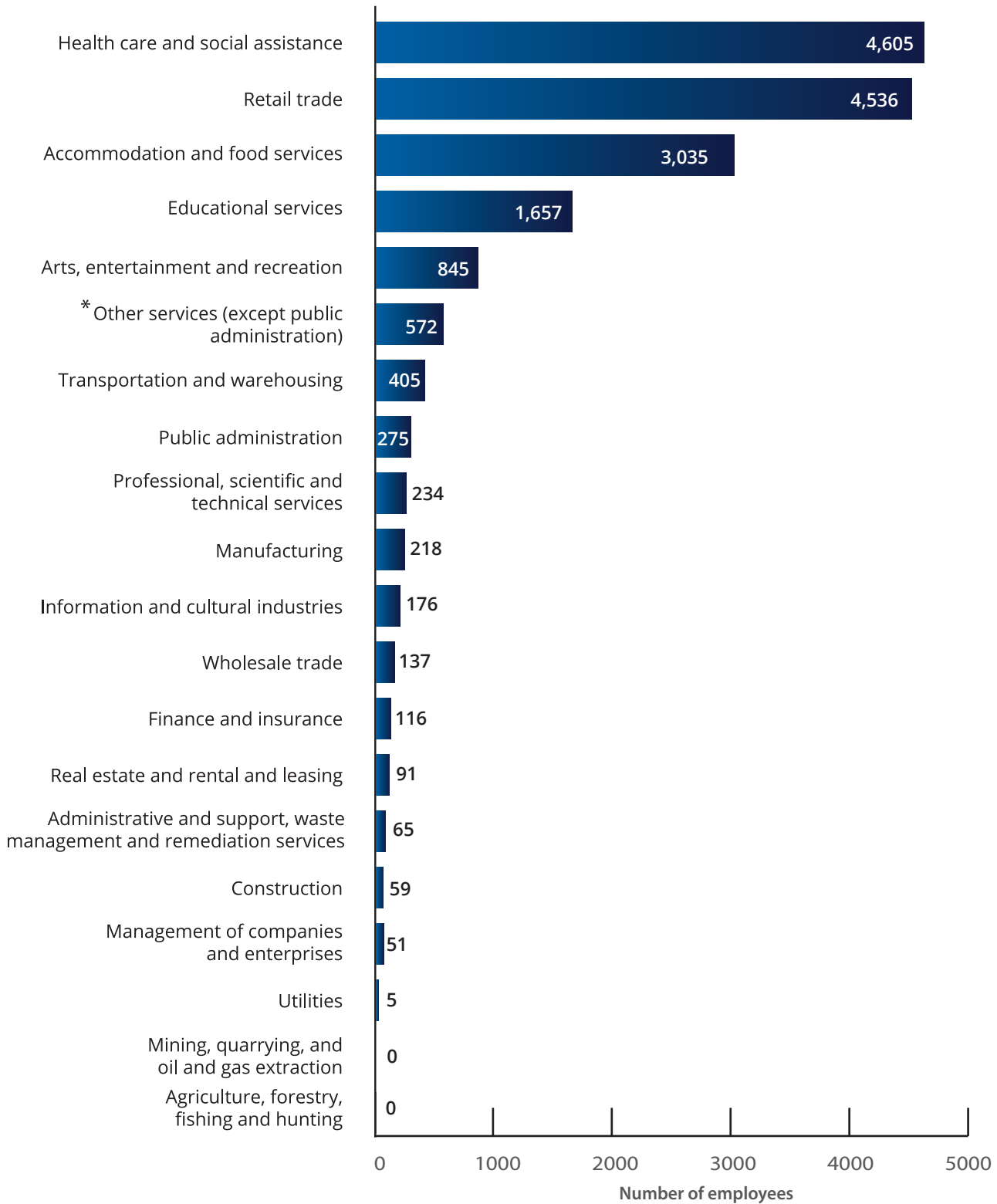
***Other Services** This sector includes vehicle/machinery/equipment repair; personal care, funeral, laundry, pet care and photo finishing services; organizing and promoting religious activities; grant-making, advocating (promoting) various social and political causes.

Full Time Employment by Industry (2023)



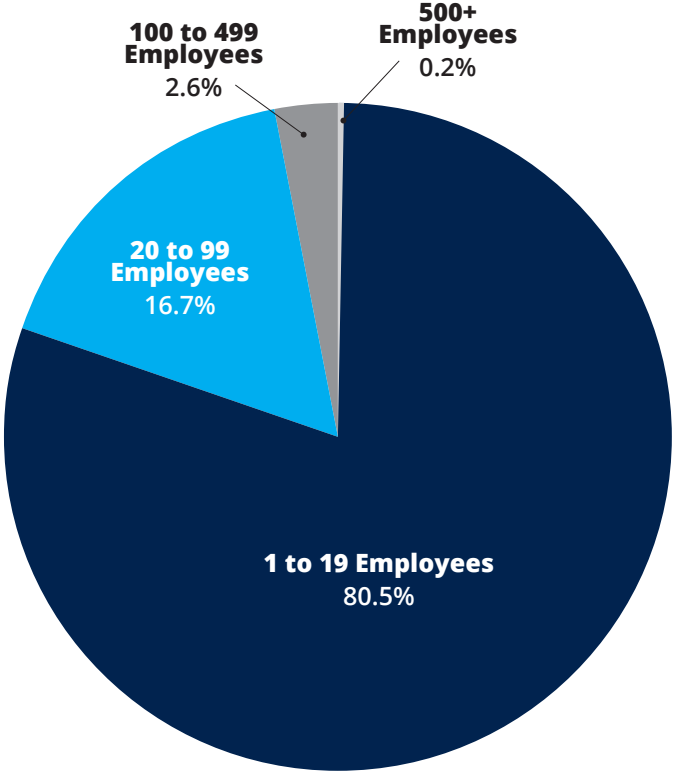
***Other Services** This sector includes vehicle/machinery/equipment repair; personal care, funeral, laundry, pet care and photo finishing services; organizing and promoting religious activities; grant-making, advocating (promoting) various social and political causes.

Part Time Employment by Industry (2023)



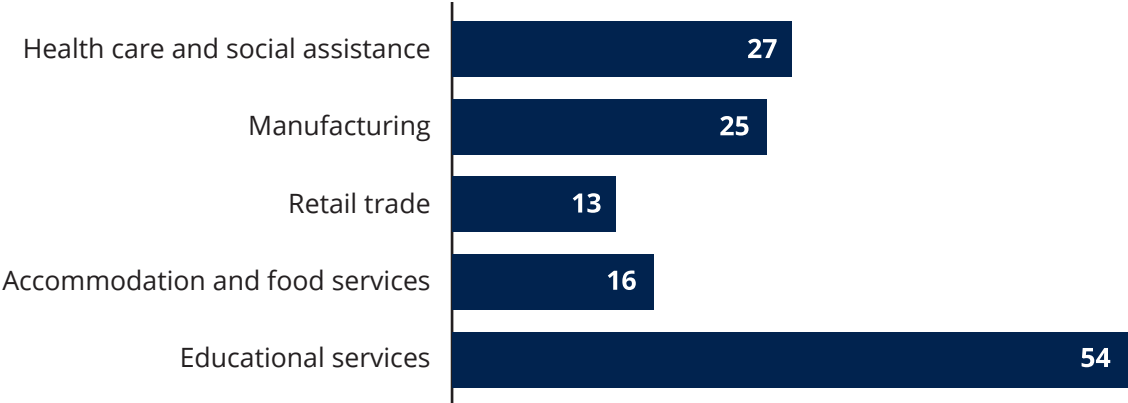
***Other Services** This sector includes vehicle/machinery/equipment repair; personal care, funeral, laundry, pet care and photo finishing services; organizing and promoting religious activities; grant-making, advocating (promoting) various social and political causes.

Businesses by Number of Employees (2023)

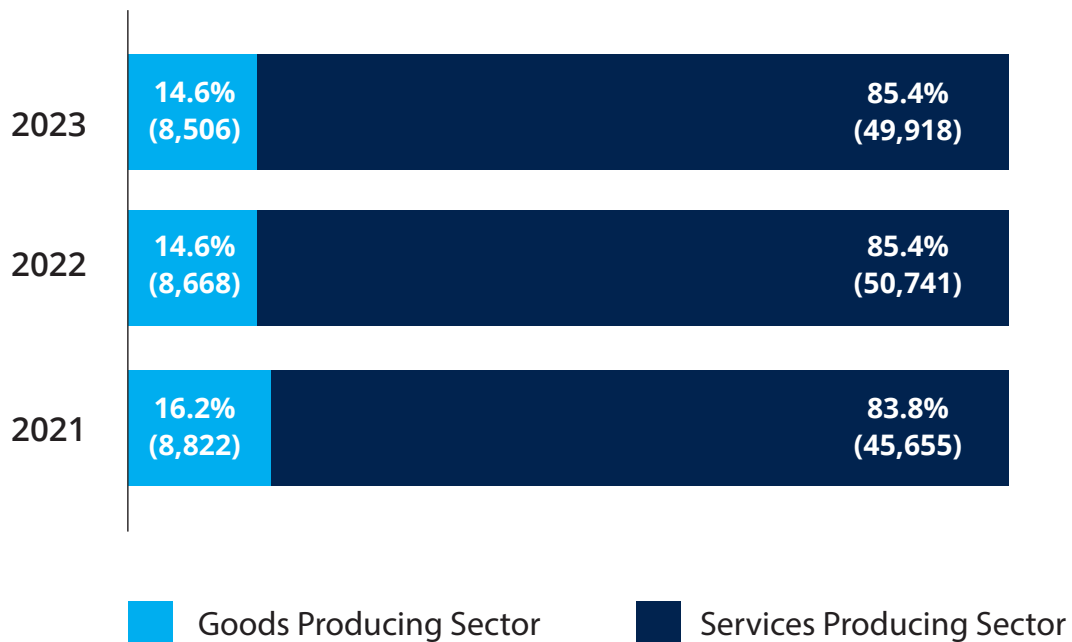


Average number of employees
16.9

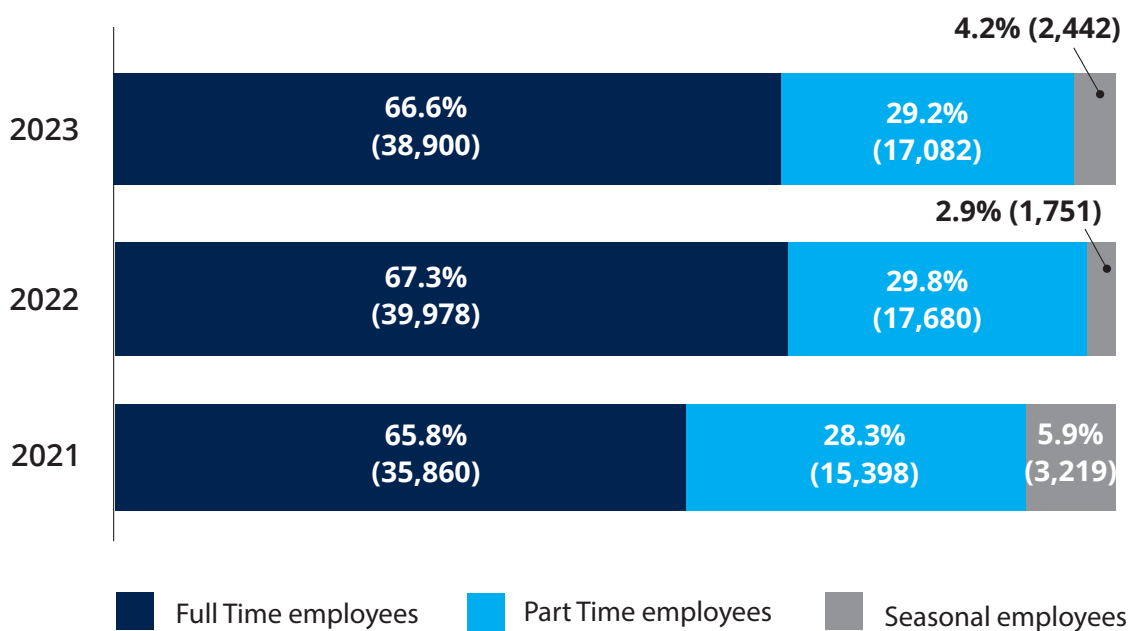
Average number of employees - Top 5 sectors



% Employment by Sector Type



% Employment Type



Appendix

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

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

1. Data Reporting

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

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

Data	Terms of use
NAICS 2 Code	Public
NAICS 3 Primary	Public
NAICS 3 Secondary	Public
NAICS 6 Code	Public
Manufacturing at the location	Aggregate
Exporting internationally	Aggregate
Location is head office	Aggregate
Number of full time employees working on-site or off-site	Aggregate
Number of part time employees working on-site or off-site	Aggregate
Number of seasonal employees	Not published
Do your employees work more than two days in a week from home?	Not published
Is there a time where your employees find it difficult to access public transit during the operating hours of your business?	Not published

2. Terms Used in the Report

Public

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

Aggregate

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

Not published

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

On-site employees

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

Off-site employees

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

3. North American Industry Classification System (NAICS)

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

Goods-Producing Sectors

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

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

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

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

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

Services-Producing Sector

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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