

Meet Barrie.

investbarrie

Business & Employer Data Survey

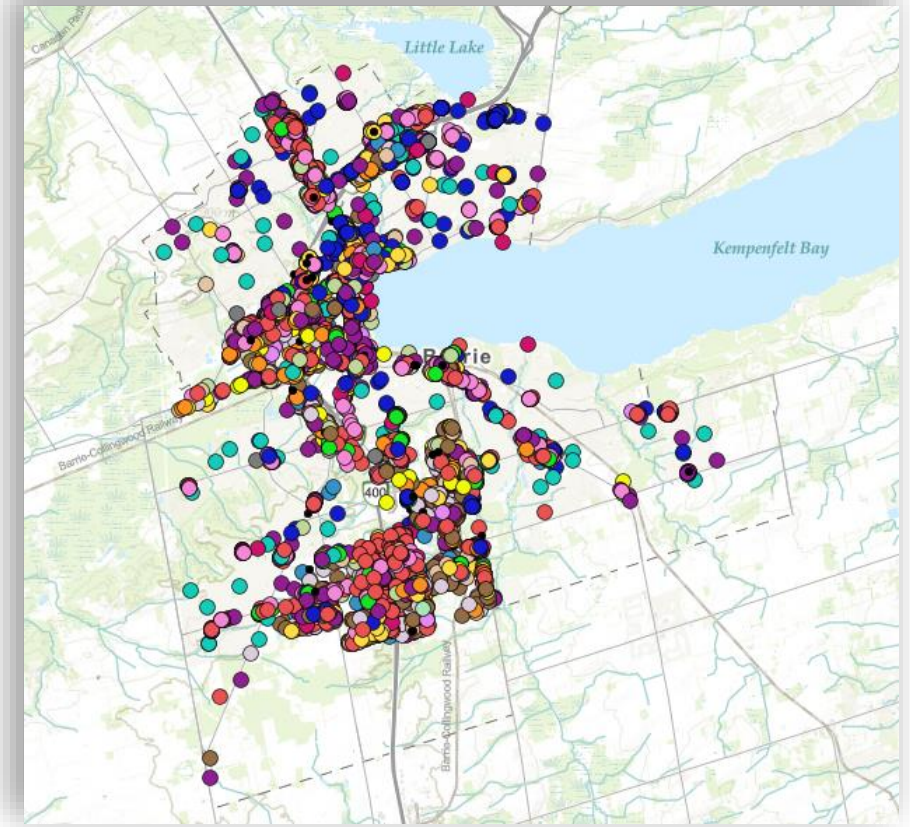
The third annual Business & Employer Data Survey took place between May – August 2023. The survey is conducted by a team of 5 summer staff who visit all businesses in the City of Barrie to update employment information. The data is then used internally to inform BR&E and sector development and externally in a publicly available business directory.

- **4400+** businesses identified in Employment & Commercial areas of the City.
- **75%** response rate was achieved.
- Employment growth of **9%** vs. 2021 to 59,409 jobs.
- Approximately **80%** of businesses surveyed have <20 employees.



Why is the survey important?

- Provides the City of Barrie with **robust and current data** to support decision making.
- Establishes a **baseline** that can be used in future to project growth.
- Gives valuable insights on the economic landscape and **trends** of the City.
- Many municipalities across Ontario conduct Business Data Surveys and use the information **across their organizations**.
- The survey can help the city understand how Barrie's **employment is distributed** across wards, sectors, BIA etc. and use this insight to inform BR&E programs.
- Data can be used for Municipal Comprehensive Reviews, Development Charge Reviews, Transit Planning, Infrastructure and Service Planning.



Technology

- Data is collected via door-to-door interviews and online through the survey questionnaire. Follow up phone calls and emails also take place.
- **ArcGIS Field Maps** is a data collection tool and a mobile app, used to collect the data.
- Survey questionnaire was built into the **Building Barrie** website as an option for those who prefer to answer the survey online.
- The public dashboard is available through the **Experience Builder** platform for public to interact with the directory.
- The data is also available through barrie.ca **Open Data Portal**.



Questions



Full Address and Contact information – Email, Name & Phone number (Public and Private)



Number of Full Time & Part Time employees working on-site & off-site*.



North American Industrial Classification System (NAICS) Code (Levels 2, 3, and 6)



Number of Seasonal employees



Does the organization manufacture or Export internationally? (yes/no)



Do your employees work more than 2 days in a week from home ? (Yes/No)



Is the location a head office? (yes/no)



Is there a time when your employees find it difficult to access public transit during the operating hours of your business? (Yes/No)

Business Directory & Open Data Portal

The screenshot shows the 'Business & Employer Data Directory' website. At the top, there's a navigation bar with links: 'Barrie Data', 'Directory', 'Sectors', 'Sector Search', 'Statistics', and 'About'. The 'investbarrie' logo is on the right. Below the navigation bar, a welcome message reads: 'Welcome to the City of Barrie's Interactive 2022 Business & Employer Data Directory'. The main content area features four cards: 1. '4,405 Businesses In Employment and Commercial Locations' with a 'Search Our Directory' button. 2. 'Employees: 39,978 Full Time, 17,680 Part Time' with an 'Explore Sectors' button. 3. '438 Businesses That Manufacture' with a 'Search All Sectors' button. 4. '179 Exporting Businesses' with a 'Search All Sectors' button. Below these cards, a paragraph states: 'Data and interactive dashboards are best viewed on a full-sized monitor due to the nature of the data and resolution. Site devices with a small screen. Browse a comprehensive directory of current Barrie businesses & employers and explore the about key sectors and employment in Barrie. The City of Barrie's archived 2021 Business & Employer Data Archive Direc'.

Business & Employer Data Directory

Barrie Data | Directory | Sectors | Sector Search | Statistics | About | **investbarrie**

Welcome to the City of Barrie's Interactive 2022 Business & Employer Data Directory

4,405 Businesses
In Employment and Commercial Locations
[Search Our Directory](#)

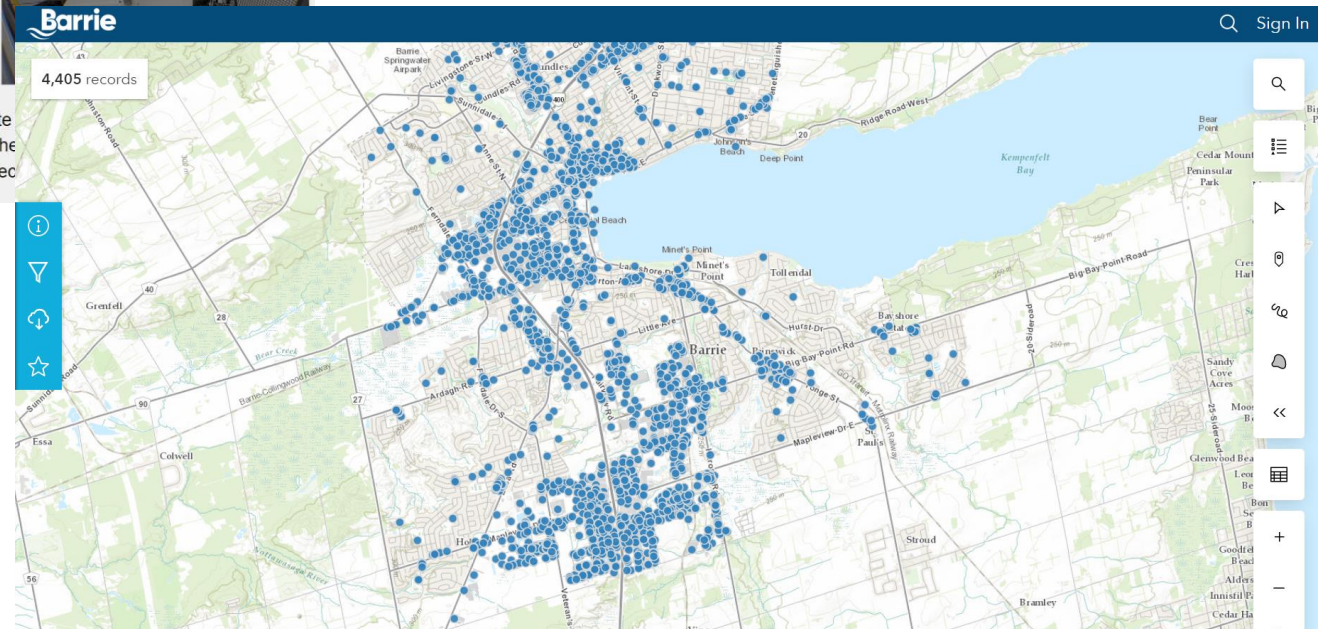
Employees:
39,978 Full Time
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[Explore Sectors](#)

438 Businesses That Manufacture
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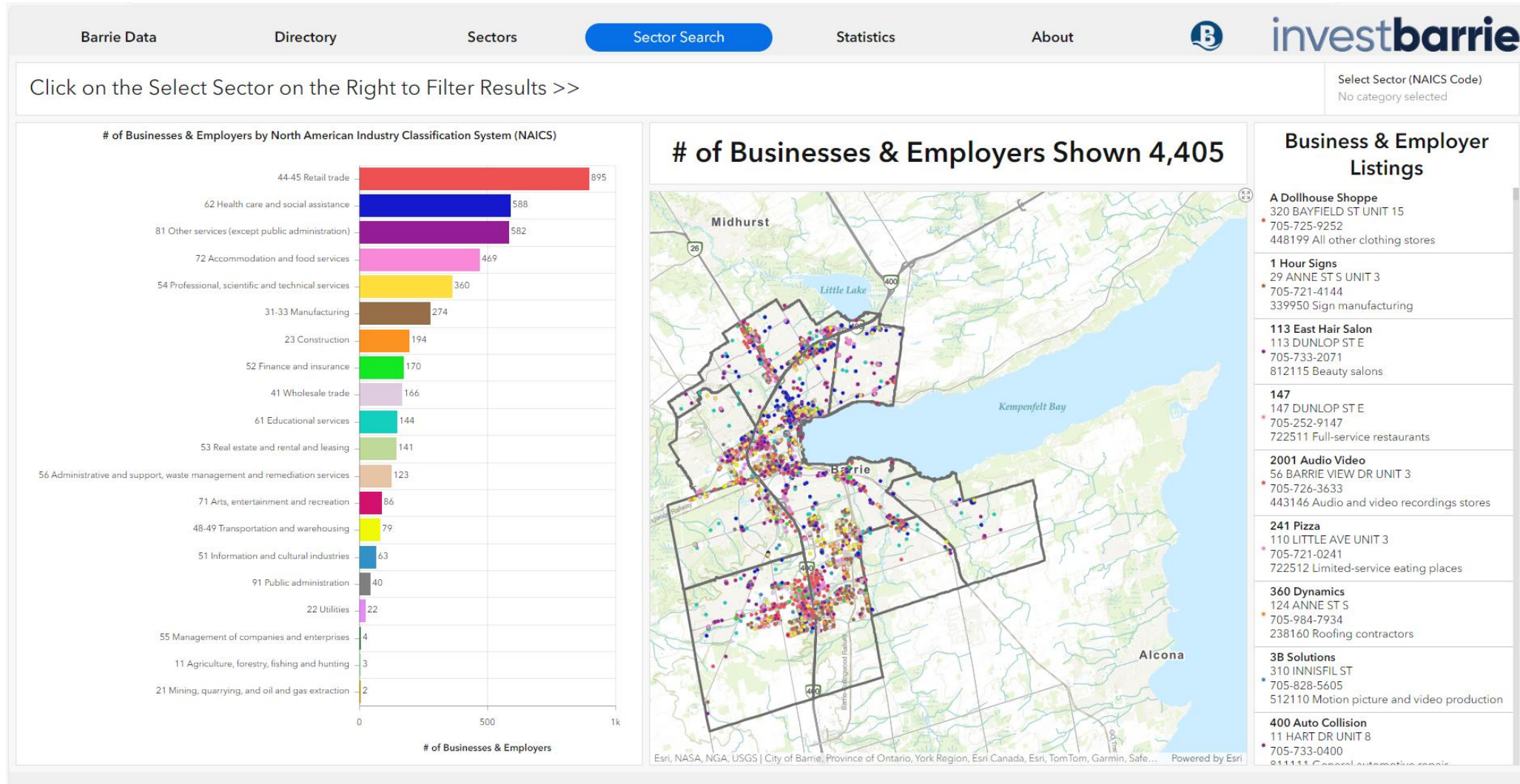
179 Exporting Businesses
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[Link to 2022 Directory](#)



Business Directory & Open Data Portal



How the Survey Supports BR&E

BR&E is fundamental in helping the Invest Barrie team achieve its goal of supporting job growth. The project supports BR&E by:

- Informing our **Business Retention and Expansion program**
- Providing insights to the Invest Barrie **CRM** database
- Allowing for early warnings on **issues** (Ex: Transit, moving, etc.)
- Providing a face-to-face touch point to build on our **relationships**
- Identifying opportunities to **add value** (Ex: Relocation, expansion, introductions)
- Tracking a **vacant unit inventory**
- Helping identify **innovative companies** (Blog Series, awards)

Bridging the Gap

While other data sources provide insight into the number of jobs within a municipality, the Business and Employer Data survey is a **feet-on-the-street source that will yield different data than other sources, but can be carefully interpreted and paired** to understand shifts in job growth across sectors.

Industry Table

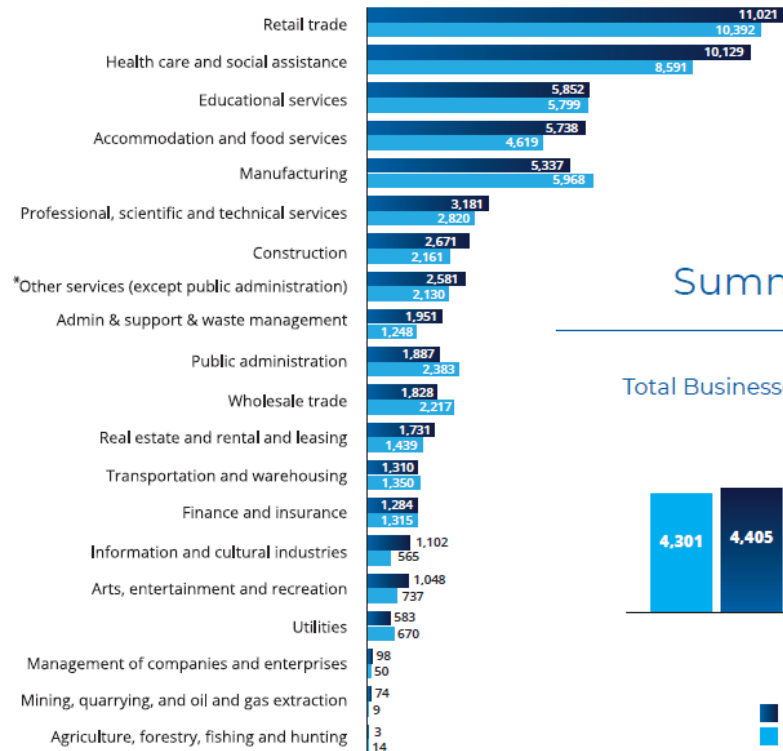
All Industries in Barrie (In Ontario)

2-Digit ▼ Filter ▼ Keep Hide Jump To ▼ + Create Group Add/Remove Columns

<input type="checkbox"/>	NAICS ^	Description	2022 Jobs	2023 Jobs	2022 - 2023 Change	2022 - 2023 % Change
<input type="checkbox"/>	11	Agriculture, forestry, fishing and hunting	96	104	8	8%
<input type="checkbox"/>	21	Mining, quarrying, and oil and gas extraction	40	41	1	3%
<input type="checkbox"/>	22	Utilities	797	798	1	0%
<input type="checkbox"/>	23	Construction	6,244	6,249	5	0%
<input type="checkbox"/>	31-33	Manufacturing	7,223	7,370	147	2%
<input type="checkbox"/>	41	Wholesale trade	4,531	4,561	30	1%
<input type="checkbox"/>	44-45	Retail trade	11,426	11,335	-91	-1%
<input type="checkbox"/>	48-49	Transportation and warehousing	3,489	3,525	36	1%
<input type="checkbox"/>	51	Information and cultural industries	1,144	1,110	-34	-3%
<input type="checkbox"/>	52	Finance and insurance	2,678	2,736	58	2%
<input type="checkbox"/>	53	Real estate and rental and leasing	1,801	1,826	25	1%
<input type="checkbox"/>	54	Professional, scientific and technical services	5,330	5,395	65	1%
<input type="checkbox"/>	55	Management of companies and enterprises	343	363	20	6%
<input type="checkbox"/>	56	Administrative and support, waste management and remediation services	4,858	4,870	12	0%
<input type="checkbox"/>	61	Educational services	5,672	5,754	82	1%
<input type="checkbox"/>	62	Health care and social assistance	13,911	14,142	231	2%
<input type="checkbox"/>	71	Arts, entertainment and recreation	1,371	1,435	64	5%
<input type="checkbox"/>	72	Accommodation and food services	6,776	7,171	395	6%
<input type="checkbox"/>	81	Other services (except public administration)	3,119	3,153	34	1%
<input type="checkbox"/>	91	Public administration	4,008	4,025	17	0%
<input type="checkbox"/>	X0	Unclassified	1,345	1,368	23	2%
			86,203	87,331	1,128	1%

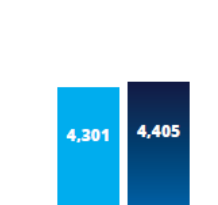
Source: Lightcast Analyst

Total Employment by Industry

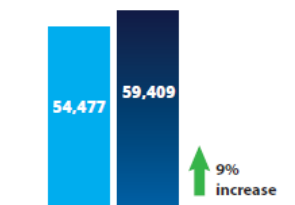


Summary of Findings

Total Businesses



Total Employment



2021 2022

2022
2021

investbarrie



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**KNOWLEDGEABLE. INFORMED. CONNECTED.
MEET BARRIE.**

