

INDUSTRIAL SURVEY OF ETOBICOKE

PRELUDE

Etobicoke, Ontario is one of the six cities that form Metropolitan Toronto. The industrial survey, performed in Summer 1994, is part of the project on Regional Systems of Innovation for Etobicoke (originally entitled Etobicoke Technology Strategy) which “seeks ways and means to develop technology strategy for economic development”.

This report intends to provide a sound information pool about Etobicoke's employment positions. ‘Regional Innovation Survey for Etobicoke’, another report of this series, studied the innovation and technological capabilities of the Etobicoke businesses. The innovation survey elucidates that deficiency in management of technology is the greatest inhibitor of the technological capabilities of Etobicoke's businesses. The following charts, which are based on the records of the ‘Economic Development Office’, City of Etobicoke (1994), demonstrate the main patterns of Etobicoke’s employment positions.

**CHART 1:
BREAK-DOWN OF EMPLOYMENT POSITIONS, BASED ON SIZE OF BUSINESSES**

NUMBER OF EMPLOYEES	NUMBER OF COMPANIES	FULL TIME POSITIONS	PERCENTAGE OF POSITIONS
1 - 5	3323	6941	6.5
6 - 50	1737	29,296	27.3
51 - 150	286	25,624	23.9
151 - 300	73	16,059	14.9
301 - 500	24	9437	8.9
501 - 1000	14	10,022	9.3
1000 +	7	9876	9.2
Total	5464	107,255	100.0

Average full time employees per business: 19.6

**CHART 2:
BREAK-DOWN OF MANUFACTURING EMPLOYMENT POSITIONS, BASED ON SIZE OF BUSINESSES**

NUMBER OF EMPLOYEES	NUMBER OF COMPANIES	FULL TIME POSITIONS	PERCENTAGE OF POSITIONS
1-5	308	725	1.8

6-50	395	7927	20.2
51-150	122	11127	28.4
151-300	32	6787	17.3
301-500	14	5361	13.7
501-1000	6	4785	12.2
1000 +	2	2450	6.2
Total	879	39162	100.0

Average full time manufacturing employees per business: 44.6

**CHART 3:
BUSINESSES WITH 500 TO 1000 EMPLOYEES**

BUSINESS NAME	EMPLOYEES	ACTIVITIES (PRODUCTS / SERVICES)
Allied Signal	982	Avionics
Christie Brown	917	Chocolate and candy manufacturing
CSA	800	Standard services
Molson Breweries	800	Food (brewery) industry
Campbell Soup	800	Food industry
Great Atlantic Tea	790	Head office for food retailing
Etobicoke General Hospital	690	Medical services
Sears Canada Inc.	686	Head office for department stores
Miles Canada	686	Medical industries
Ontario Hydro Technologies	650	R&D services
Bell Mobility	600	Cellular, paging & telecommunication
Queensway General Hospital	573	Medical services
National Grocers Co.	538	Distribution services for groceries
Brick Warehouse	510	Furniture warehouse
John Forsyth Co.	500	Shirt manufacturing
Labat Ontario	500	Food (brewery) industry
Total	11022	

**CHART 4:
BUSINESSES WITH MORE THAN 1000 EMPLOYEES**

BUSINESS NAME	EMPLOYEES	ACTIVITIES (PRODUCTS / SERVICES)
Board of Education	2598	School education Services
Litton Systems	1300	Aircraft navigation and display
City of Etobicoke	1220	Municipal services
Bell Canada	1150	Telecommunications
Carlton Cards	1150	Manufacture of greeting cards
Humber College	1058	College education services
Total	8676	

CHART 5:**BREAK-DOWN OF EMPLOYMENT POSITIONS, BASED ON SIC (STANDARD INDUSTRIAL CODE)****1. Agriculture and Mining**

SIC	DESCRIPTION	FULL TIME	PART TIME	BUSINESSES
01	Agriculture industries	2	0	1
02	Service to Agriculture	44	27	7
03	Forestry Services	15	10	1
04	Crude Petroleum and Natural Gas Industries	2	0	1
05	Service Industries to Mineral Extraction	5	0	1
	Agriculture and Mining, Total	68	37	10

Average full time employee per business in agriculture and mining: 6.8

2. Manufacturing

SIC	DESCRIPTION	FULL TIME	PART TIME	BUSINESSES
10	Food	5062	132	67
11	Beverage	1605	363	13
15	Rubber Products	412	0	4
16	Plastic Products	2580	152	40
17	Leather Products	150	0	3
18	Primary Textile	6	0	2
19	Textile Products	387	2	15
24	Clothing	1331	16	27
25	Wood	234	7	17
27	Paper Product	2492	31	34
28	Printing, and Publishing	3665	790	121
29	Primary	198	6	5
30	Fabricated Metal Products	4554	84	173
31	Machinery	1441	12	54
32	Transportation Equipment	3720	40	33
33	Electrical & Electronic	3292	161	60
35	Non-Metallic Mineral	321	963	21
36	Refined Petroleum	260	0	8
37	Chemical Products	3502	179	50
39	Other Manufacturing	2465	95	114
	Manufacturing, Total	34385	3033	861

Average full time employee per business in manufacturing: 40

2. Construction

SIC	DESCRIPTION	FULL TIME	PART TIME	BUSINESSES
40	Building & Contracting	1159	20	78
41	Industrial Construction	318	0	6
42	Trade Contracting	2831	136	292
44	Services to Construction	255	7	25
	Construction, Total	4563	163	401

Average full time employee per business in construction: 11.3

3. Transportation and Storage

SIC	DESCRIPTION	FULL TIME	PART TIME	BUSINESSES
45	Transportation	4675	997	131
47	Storage and Warehousing	343	4	14
	Transportation & Storage, Total	5018	1001	145

Average full time employee per business in transportation and storage: 34.6

4. Communication and Other Utilities

SIC	DESCRIPTION	FULL TIME	PART TIME	BUSINESSES
48	Communication	3130	331	35
49	Other Utilities	1101	4	14
	Communication, Total	4231	335	49

Average full time employee per business in communication and utility: 86.3

5. Wholesale Trade

SIC	DESCRIPTION	FULL TIME	PART TIME	BUSINESSES
50	Farm Products, Wholesale	951	48	37
51	Petroleum, Wholesale	79	4	11
52	Food, Wholesale	3938	250	119
53	Apparel, Wholesale	309	10	39
54	Households, Wholesale	1062	181	48
55	Motor Vehicle, Wholesale	801	10	41
56	Hardware, Wholesale	689	9	51
57	Machinery, Wholesale	3399	100	254
59	Other Products, Wholesale	1516	45	84
	Wholesale Trade, Total	12744	657	684

Average full time employee per business in wholesale trade: 18.63

6. Retail Trade

SIC	DESCRIPTION	FULL TIME	PART TIME	BUSINESSES
60	Food, Retail	1909	1222	160
61	Shoe & Apparel, Retail	370	335	137
62	Furniture, Retail	111	62	35
63	Vehicles Sales	2740	257	305
64	General Retail	1482	1229	73
65	Other Retail Stores	1343	1020	323
69	Non-Store Retail	60	84	6
	Retail Trade, Total	8015	4209	1039

Average full time employee per business in retail trade: 7.7

7. FINANCE AND INSURANCE

SIC	DESCRIPTION	FULL TIME	PART TIME	BUSINESSES
70	Deposit Accepting	1170	481	110
71	Consumer Financing	109	15	11
72	Investment	81	5	16
73	Insurance	485	9	27
74	Other Financial	7	1	2
	Finance and Insurance, Total	1852	511	166

Average full time employee per business in finance and insurance: 11.1

8. REAL ESTATE OPERATOR AND INSURANCE AGENT

SIC	DESCRIPTION	FULL TIME	PART TIME	BUSINESSES
75	Real Estate Operator	304	123	35
76	Insurance Agent	1506	208	151
	Real Estate Operator & Insurance, Total	1810	331	186

Average full time employee per business in real estate operator & insurance: 9.7

9. BUSINESS SERVICE

SIC	DESCRIPTION	FULL TIME	PART TIME	BUSINESSES
77	Business Service	5893	760	532
	Business Service, Total	5893	760	532

Average full time employee per business in business service: 11.1

10. GOVERNMENT SERVICE

SIC	DESCRIPTION	FULL TIME	PART TIME	BUSINESSES
81	Federal Government	23	3	3
82	Provincial Government	790	66	14
83	Local Government	5170	1417	12
84	International	45	0	1
85	Education Service	3318	1233	91
86	Health Service	3369	1781	172
	Government Service, Total	12715	4500	293

Average full time employee per business in government service: 43.4

11. SERVICES

SIC	DESCRIPTION	FULL TIME	PART TIME	BUSINESSES
91	Hotel & Accommodation	2784	585	38
92	Food & Beverage	1787	1581	333
96	Amusement & Recreation	530	749	55
97	Household Services	447	136	135
98	Membership Organization	2307	2467	257
99	Other Services	3558	983	218
	Service, Total	11413	6501	1036

Average full time employee per business in services: 11

MAIN CONCLUSIONS

1. Based on the number of employees, businesses are usually classified into three main groups: small, medium and large. Although there is no standard definition, small businesses are often described as firms having fewer than 100 employees in the manufacturing sector and fewer than 50 in the service sector. Medium-sized businesses are often described as having 100 to 500 employees. Distinction become blurred, however, owing to dynamic changes in the economy and innovations in business organization. It appears, however, this classification is not precise enough. For instance the above classification implies that in Etobicoke there are 5443 small/medium sized and 21 large industries. The Etobicoke industrial survey argues that the proposed classification, small/medium sized industries with less than 150 employees is probably better able to express the diversity of the size of businesses in a region.

2. Chart No. 1 implies that the businesses which employ between 6 to 50 persons; with total employment of 29296, and between 51 to 150 persons; with total employment of 25624 make the main pool of jobs in Etobicoke. In Etobicoke, more than half of the total employment is provided by companies with employment between 5 to 150.

3. Maclean's of June 27, 94, studied Canada's breakdown of work place, as following. This list let us make a comparison between Etobicoke and average Canada.

EMPLOYMENT	PER CENT
1-4	9.9
5-19	15.2
20-49	11.7
50-499	24.6
500 +	38.6
Total	100.0

4. Chart No. 2 demonstrates that among the top six businesses, which have created about 8676 employment positions, there are 3656 positions related to education (Etobicoke Board of Education and Humber College) and 1220 positions related to municipal services. Although the Etobicoke Board of Education, Humber College and the City of Etobicoke rank in top, traditionally they are not considered as business.

5. The break-down of the employment positions based on SIC reveals that in Etobicoke there exist marginal activities in agriculture and mining.

6. Chart No. 2 demonstrates that, similar to the case for total businesses, the manufacturing businesses that have between 6 to 50 and between 51 to 150 employment positions; create 20.2 and 28.4 percent of the total jobs in manufacturing sector. This group of businesses generate about half of the total manufacturing jobs. The job positions in manufacturing businesses with 6 to 150 employees (48.6) are almost the same for total businesses in Etobicoke (51.1).

7. The business Service sector, creating about 6000 employment positions in Etobicoke, is

further divided into the following sub-sectors, although there is job breakdown for each sub-sector:

771	Employment Agencies and Personnel Suppliers
772	Computer and Related Services
773	Accounting and Bookkeeping Services
774	Advertising Services
775	Architectural, Engineering and Other Scientific and Technical Services
	7751 Offices of Architects
	7752 Offices of Engineers
	7759 Other Scientific and Technical Services
776	Offices of Lawyers and Notaries
777	Management Consulting Services
779	Other Business Services

The above list may be organized into two main groups of services: ‘Administration’ and ‘technology’. The administration services consist of employment agencies, accounting, advertising, lawyers and notaries. The technology services, consisting of architectural, engineering and other technical services, and to some extent management consulting services, have a key role in the process of technology development. In Etobicoke, there are 108 firms in the technology services with about 2856 full time positions. The average employee per a technology service businesses is 26.4, which is more than double of other service businesses.

8. The communication and utility industries have created 4231 full time jobs. The average full time employee in the communication and utility industries is about 86.3, being four times of general average, it is the highest average full time employees per business.

9. In Etobicoke there is no sharp line between the so-called high-tech and mid-tech industries. For example, among the top 20 firms, there exist 4700 full time positions related to communication, avionics, and R&D, and 4200 full time personnel deal with food industries and manufacturing.

10. According to chart No. 2, the manufacturing industry sector with 34,385 full time positions (%32 of total) is the biggest source of employment. Consistent with the conclusion no 2, **small/medium sized traditional manufacturing industries constitute the back bone of Etobicoke's economy.**

11. The above conclusion is consistent with the industrial structure of many industrial countries. “Time” of September 25, 1995, covers a report on the Germany’s economy, which describes it as the follows: “German economy’s backbone is tens of thousands of small and medium-sized manufacturing companies, little known outside their industries. These firms dominates scores of niche markets worldwide for machine tools, industrial equipment, precision instruments and other so-called investment goods, where the winning edge lies in customer relations and reliability.”

Last update: February 14, 1997