

8,208¹

JOBS

2022 SURVEYED
EMPLOYMENT

726²

BUSINESSES

2022 SURVEYED
BUSINESSES

206

JOBS

NET JOB GROWTH
from 2019 to 2022

2.2%

AVERAGE ANNUAL
EMPLOYMENT
GROWTH from 2012
to 2022

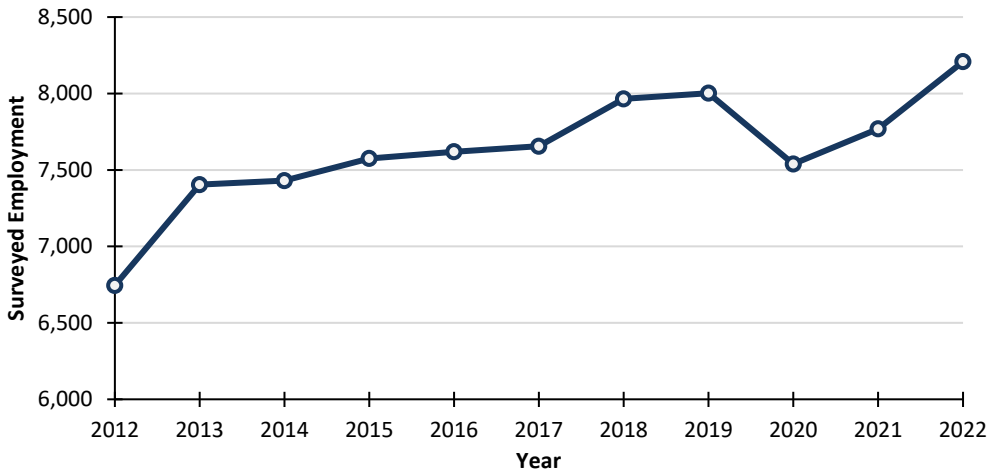
229

NEW JOBS

from 50 NEW
BUSINESSES since
2019

Notes: 1 Excludes estimates for work at home, a task completed in previous Employment and Industry reports. Excludes agricultural employment total from the 2021 Census of Agriculture. 2 Excludes agricultural business total from the 2021 Census of Agriculture.

Figure 1 - Historical Surveyed Employment, 2012-2022



Notes: Employment totals based on York Region Employment Survey data except 2020 and 2021, which are based on Conference Board of Canada employment growth rates for the Town of Georgina. Employment for all years excludes work at home estimates.

- The Town of Georgina has added 1,463 jobs to its employment base since 2012, and 206 jobs since 2019
- Retail Trade (22%), Accommodation and Food Services (16%), and Educational Services (15%) sectors account for the three largest shares of employment
- The top growth sector between 2019 and 2022 was Retail Trade (+178 jobs) followed by Real Estate and Rental and Leasing (+127 jobs), and Accommodation and Food Services (+35 jobs)
- Educational Services was the top growth sector between 2012 and 2022 growing by 208 jobs
- Service-oriented jobs represent an 95% share of employment for the Town of Georgina

Figure 2 - Distribution of Employment by Sector, 2012 and 2022

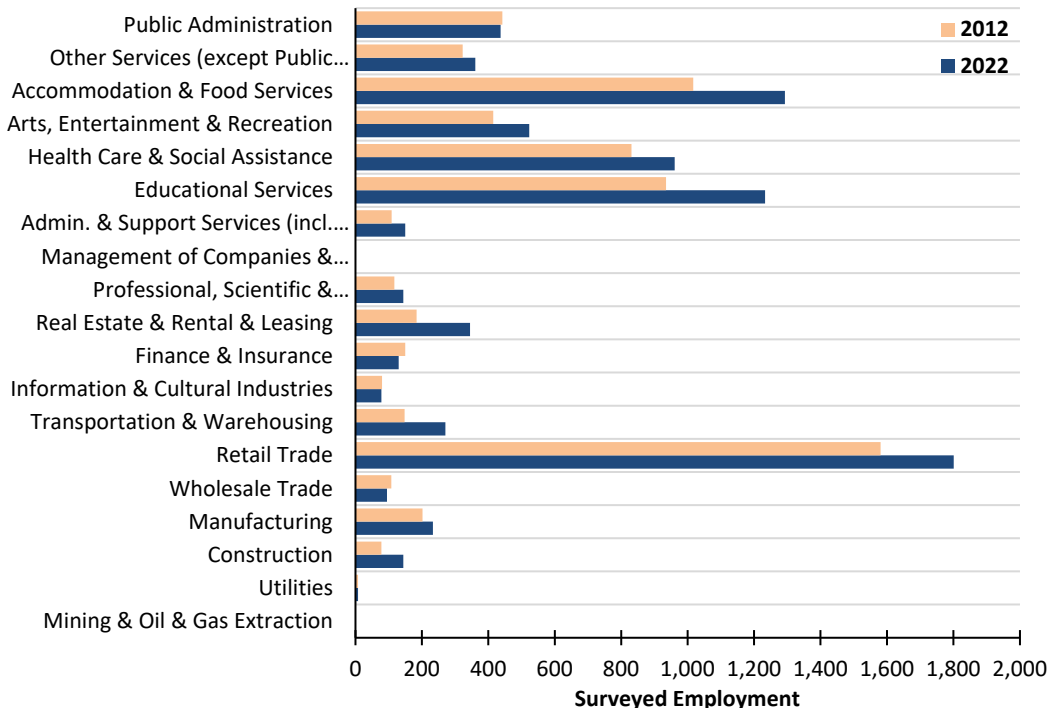
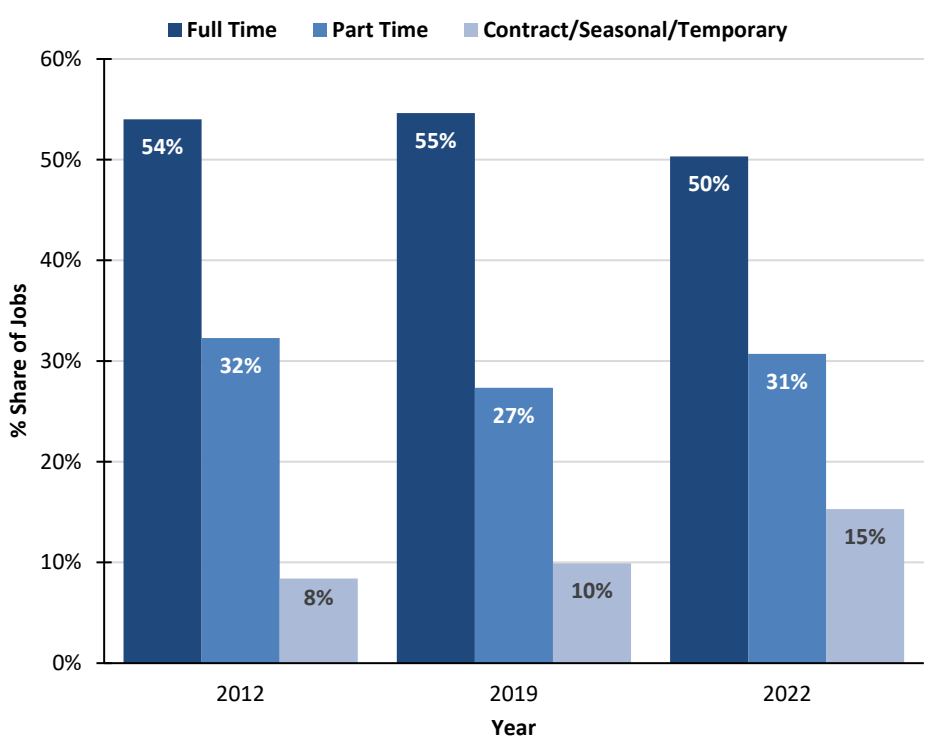


Figure 3 – Percent Share of Employment by Type of Worker, 2012, 2019 and 2022



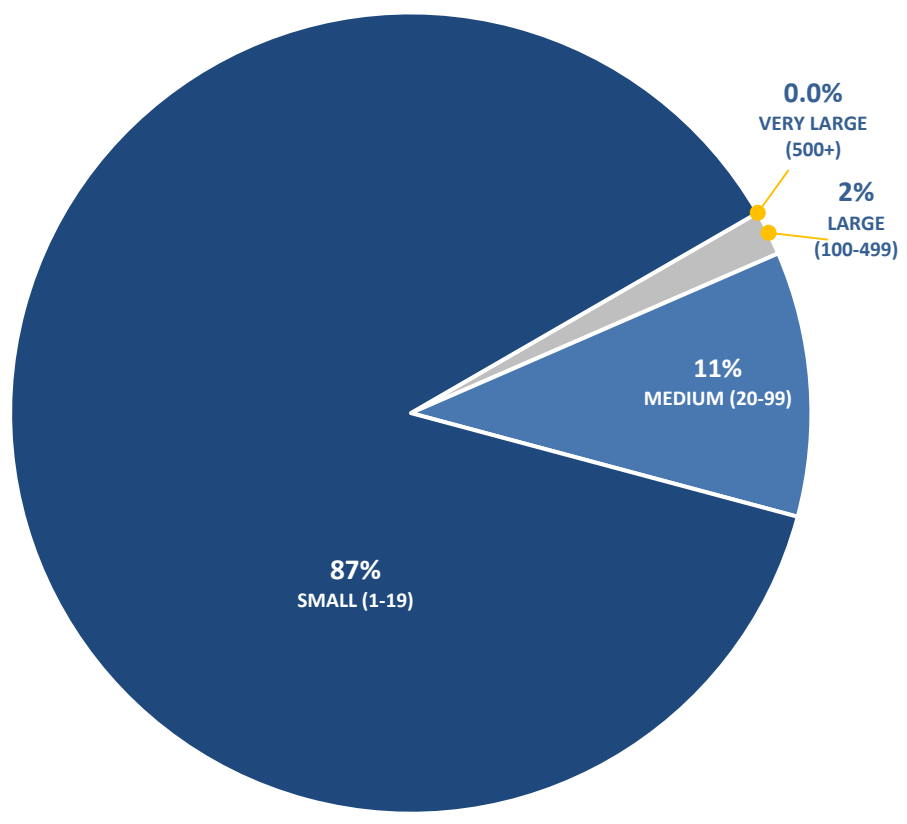
- Since 2012, full-time employment has grown by 488 jobs, a 13% increase and accounted for 50% of the Town’s employment in 2022
- The share of part-time employment slightly declined from 32% in 2012 to 31% in 2022, while the share of contract/seasonal/temporary employment increased from 8% to 15%
- In 2022, a total of 726 businesses were surveyed in the Town of Georgina, a decrease of 22 businesses since 2019
- Small businesses comprise the largest share of businesses in Georgina, accounting for 87% of total businesses surveyed

Agricultural Employment & Businesses

According to the 2021 Census of Agriculture:

- In the Town of Georgina there were 94 farm-based jobs in 2021, a decrease of 78 jobs from the 2016 Census
- Farm-based businesses decreased from 103 in 2016 to 102 in 2021

Figure 4 - Surveyed Business by Size, 2022



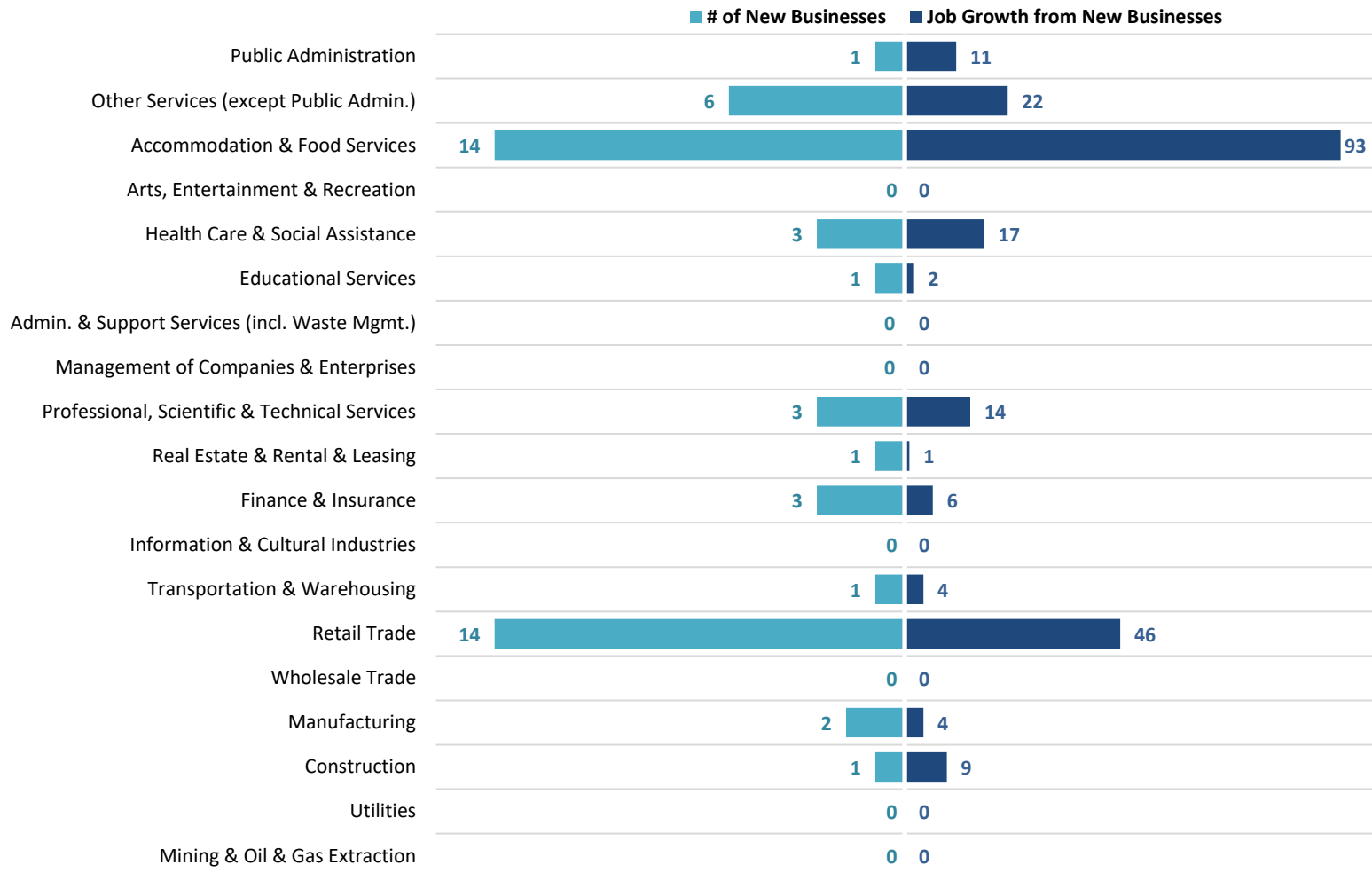
Figures in this profile include surveyed data collected from the 2022 Employment Survey, with comparisons to previous surveyed years. The 2022 survey was a comprehensive Region-wide survey of all businesses with a physical location across York Region and excludes farm and home-based businesses. Farm-based employment data is reported in the 2022 Employment and Industry Report.

NEW SURVEYED BUSINESSES 2019 to 2022

50 NEW SURVEYED BUSINESSES

229 JOB GROWTH from NEW SURVEYED BUSINESSES

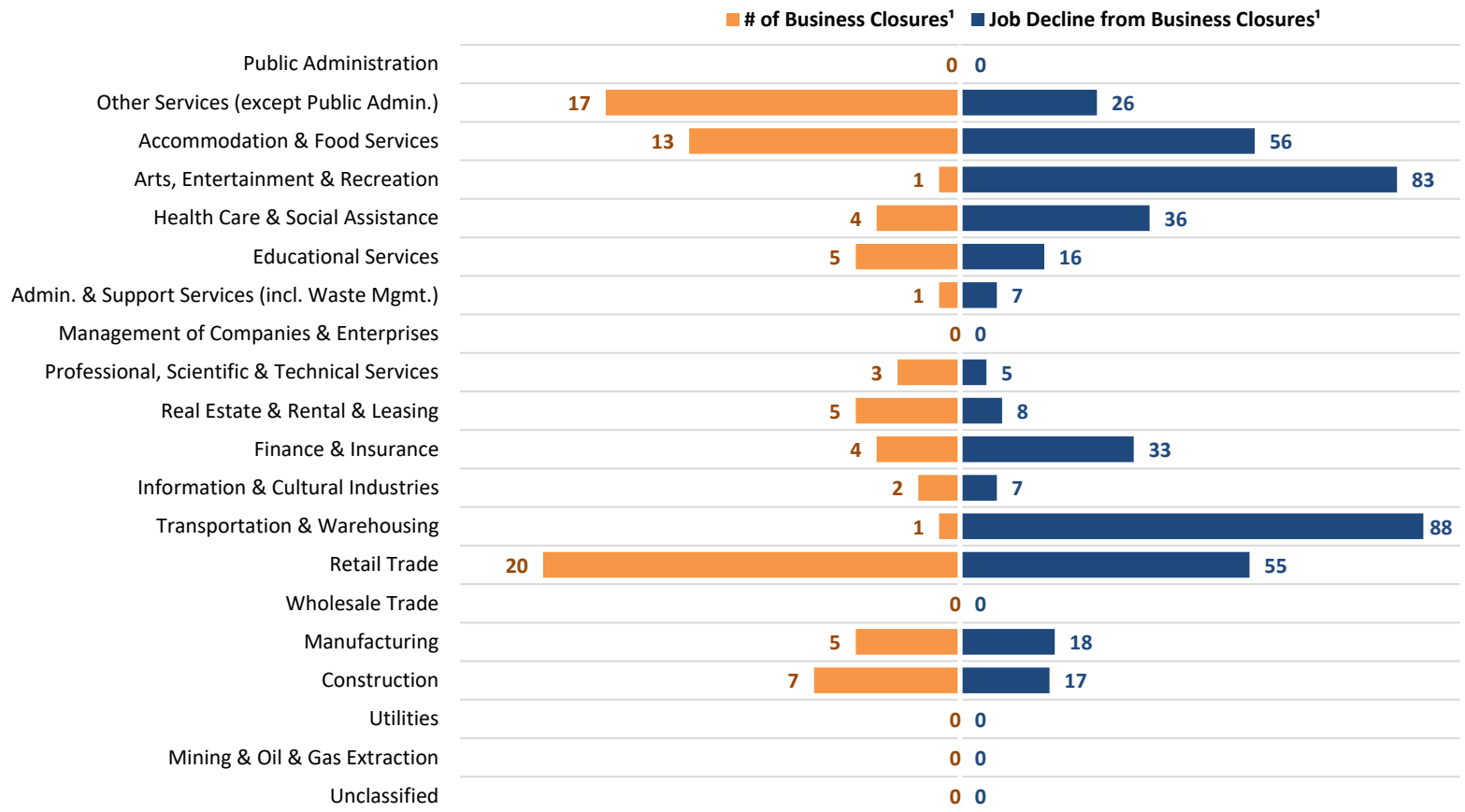
Figure 5 - New Surveyed Businesses and Job Growth from New Businesses, 2019 to 2022



Top Sectors by Employment from New Businesses

Sector	% Share	Job Growth
Accommodation & Food Services	41%	93
Retail Trade	20%	46
Other Services (except Public Admin.)	10%	22
Health Care & Social Assistance	7%	17
Professional, Scientific & Technical Services	6%	14

BUSINESS CLOSURES 2019 to 2022

88 BUSINESS CLOSURES¹455 JOB DECLINE from BUSINESS CLOSURES¹Figure 6 - Business Closures¹ and Job Decline from Business Closures¹, 2019 to 2022

Notes: 1 Includes business closures, businesses that have moved out of York Region, and businesses not found at location (NFAL) in 2019 and 2022.

There are three different categories explaining what falls under business closures between 2019 and 2022.

- 1. Business Closures:** businesses that have closed between 2019 and 2022
- 2. Moved out of York Region:** businesses that have relocated to a new location outside of York Region
- 3. Not Found at Location (NFAL) in 2019 and 2022:** businesses that were identified as not found at location while surveying in 2019 and 2022. Staff undertook a comprehensive review of businesses identified as not found at location in 2 consecutive surveys (2019 and 2022). If surveyors were unable to locate them again or identify them online in 2022, they were deemed closed.

Business Closures	
Sector	% Share
Transportation & Warehousing	22%
Arts, Entertainment & Recreation	20%
Accommodation & Food Services	14%
Retail Trade	13%
Real Estate & Rental & Leasing	8%
405 Jobs (89%)	

Moved out of York Region	
Sector	% Share
Educational Services	60%
Retail Trade	20%
Construction	10%
Other Services (except Public Admin.)	10%
20 Jobs (4%)	

NFAL in 2019 & 2022	
Sector	% Share
Health Care & Social Assistance	67%
Other Services (except Public Admin.)	20%
Manufacturing	10%
Professional, Scientific & Technical Services	3%
30 Jobs (7%)	

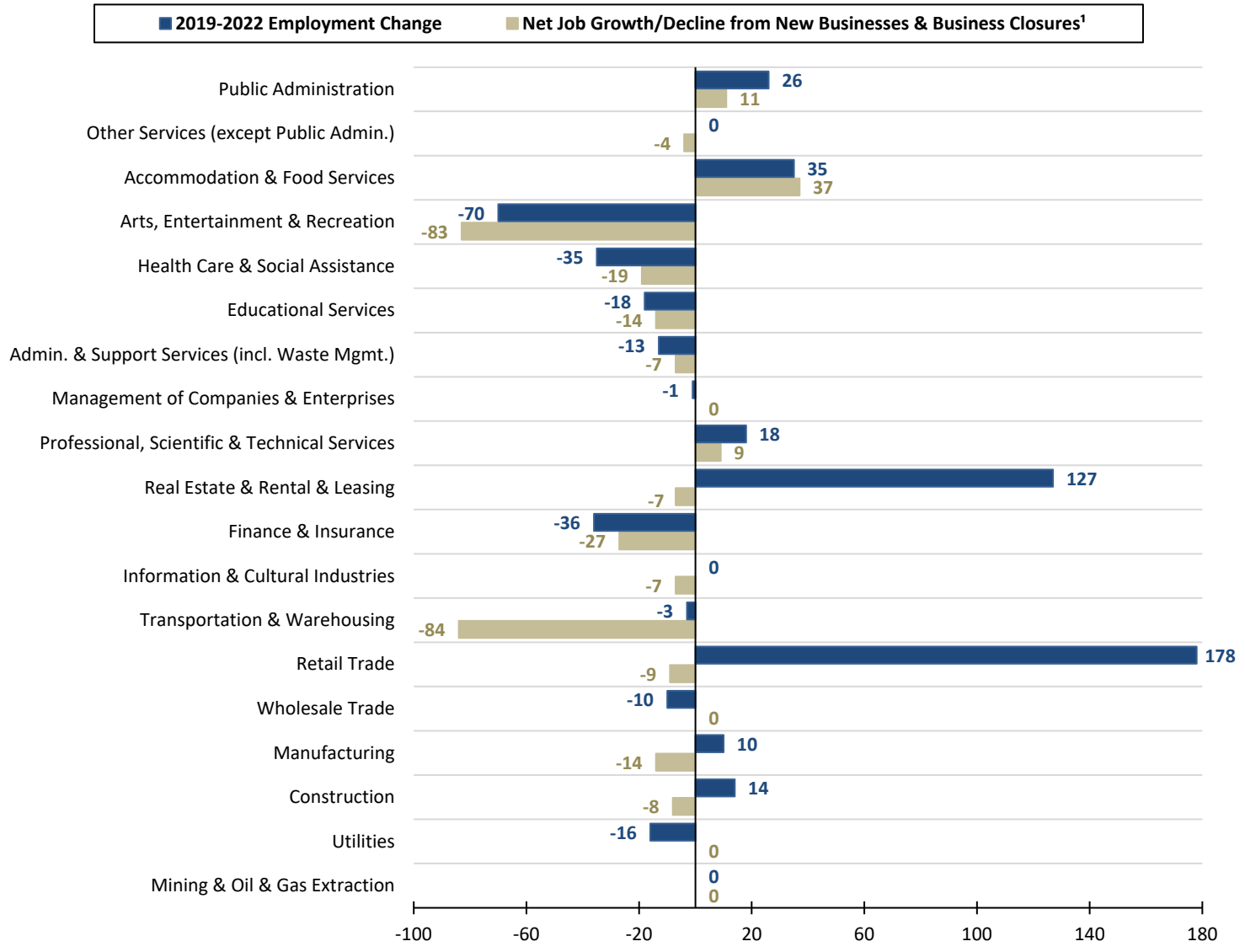
Net Job Growth and Decline from New Surveyed Businesses and Business Closures – 2019 to 2022

Examining how new businesses and business closures in 2022 have contributed to sectoral growth and decline since 2019 is useful to understand factors causing employment change. Although many sectors saw job decline from business closures, businesses that have moved out of York Region, and businesses not found at location in 2019 and 2022, most experienced subsequent growth.

Figure 7 highlights the change in employment within each sector since 2019 and the amount that can be attributed to net job growth or decline from new businesses and business closures. The remaining job growth or decline shown in the chart is the result of businesses that were existing in 2019 expanding their operations to employ more people or downsizing operations to employ less people.

206 JOB GROWTH since 2019 **-226** NET JOB DECLINE from NEW BUSINESSES & BUSINESS CLOSURES¹

Figure 7 – Employment Change by Sector vs. Job Growth/Decline from New Surveyed Businesses and Business Closures, 2019 to 2022



Notes: 1 Includes business closures, businesses that have moved out of York Region, and businesses not found at location (NFAL) in 2019 and 2022

The next two sections provide additional detail concerning sectors recording the most employment growth and decline between 2019 and 2022. The tables below look at specific NAIC 4-digit sub-sectors and how they have changed since 2019, and provides greater detail on the areas contributing to job growth and decline in the Town of Georgina.

TOP NAIC SECTORS and SUB-SECTORS of GROWTH – 2019 to 2022

Retail Trade (+178 jobs)

NAIC Code	Name	2019	2022	2019-2022 Change
4411	Automobile dealers	32	29	-3
4412	Other motor vehicle dealers	49	34	-15
4413	Automotive parts, accessories and tire stores	31	31	0
4421	Furniture stores	12	6	-6
4422	Home furnishings stores	30	30	0
4431	Electronics and appliance stores	14	12	-2
4441	Building material and supplies dealers	176	186	10
4442	Lawn and garden equipment and supplies stores	28	33	5
4451	Grocery stores	483	523	40
4452	Specialty food stores	20	16	-4
4453	Beer, wine and liquor stores	65	72	7
4461	Health and personal care stores	153	161	8
4471	Gasoline stations	70	65	-5
4481	Clothing stores	23	20	-3
4483	Jewellery, luggage and leather goods stores	5	5	0
4511	Sporting goods, hobby and musical instrument stores	29	37	8
4521	Department stores	230	350	120
4529	Other general merchandise stores	64	66	2
4531	Florists	13	9	-4
4532	Office supplies, stationery and gift stores	29	27	-2
4533	Used merchandise stores	12	20	8
4539	Other miscellaneous store retailers	49	63	14
4543	Direct selling establishments	6	6	0
TOTAL		1,623	1,801	178

Real Estate & Rental & Leasing (+127 jobs)

NAIC Code	Name	2019	2022	2019-2022 Change
5311	Lessors of real estate	43	76	33
5312	Offices of real estate agents and brokers	149	174	25
5313	Activities related to real estate	10	70	60
5321	Automotive equipment rental and leasing	3	2	-1
5322	Consumer goods rental	9	20	11
5323	General rental centres	4	3	-1
TOTAL		218	345	127

Accommodation & Food Services (+35 jobs)

NAIC Code	Name	2019	2022	2019-2022 Change
7211	Traveller accommodation	162	161	-1

7212	Recreational vehicle (RV) parks and recreational camps	39	60	21
7223	Special food services	22	3	-19
7225	Full-service restaurants and limited-service eating places	1,035	1,069	34
TOTAL		1,258	1,293	35

Public Administration (+26 jobs)

NAIC Code	Name	2019	2022	2019-2022 Change
9121	Provincial protective services	5	6	1
9129	Other provincial and territorial public administration	5	5	0
9131	Municipal protective services	153	168	15
9139	Other local, municipal and regional public administration	248	258	10
TOTAL		411	437	26

Professional, Scientific & Technical Services (+18 jobs)

NAIC Code	Name	2019	2022	2019-2022 Change
5411	Legal services	48	46	-2
5412	Accounting, tax preparation, bookkeeping and payroll services	24	37	13
5413	Architectural, engineering and related services	2	8	6
5415	Computer systems design and related services	7	4	-3
5417	Scientific research and development services	0	1	1
5419	Other professional, scientific and technical services	45	48	3
TOTAL		126	144	18

TOP NAIC SECTORS and SUB-SECTORS of DECLINE – 2019 to 2022

Arts, Entertainment & Recreation (-70 jobs)

NAIC Code	Name	2019	2022	2019-2022 Change
7111	Performing arts companies	4	4	0
7112	Spectator sports	83	0	-83
7121	Heritage institutions	64	62	-2
7139	Other amusement and recreation industries	442	457	15
TOTAL		593	523	-70

Finance & Insurance (-36 jobs)

NAIC Code	Name	2019	2022	2019-2022 Change
5221	Depository credit intermediation	89	80	-9
5222	Non-depository credit intermediation	2	1	-1
5223	Activities related to credit intermediation	13	20	7
5239	Other financial investment activities	8	7	-1
5241	Insurance carriers	35	6	-29
5242	Agencies, brokerages and other insurance related activities	19	16	-3
TOTAL		166	130	-36

Health Care & Social Assistance (-35 jobs)

NAIC Code	Name	2019	2022	2019-2022 Change
6211	Offices of physicians	51	53	2
6212	Offices of dentists	118	144	26
6213	Offices of other health practitioners	139	131	-8
6214	Out-patient care centres	44	42	-2
6215	Medical and diagnostic laboratories	14	15	1
6231	Nursing care facilities	299	253	-46
6233	Community care facilities for the elderly	8	5	-3
6241	Individual and family services	208	191	-17
6242	Community food and housing, and emergency and other relief services	6	6	0
6244	Child day-care services	109	121	12
TOTAL		996	961	-35

Educational Services (-18 jobs)

NAIC Code	Name	2019	2022	2019-2022 Change
6111	Elementary and secondary schools	1,109	1,082	-27
6115	Technical and trade schools	6	6	0
6116	Other schools and instruction	130	138	8
6117	Educational support services	6	7	1
TOTAL		1,251	1,233	-18

Utilities (-16 jobs)

NAIC Code	Name	2019	2022	2019-2022 Change
2213	Water, sewage and other systems	24	8	-16
TOTAL		24	8	-16