



CanaData

The Industrial Structure of Canada's Major City Labour Markets

 Reed Construction Data

Canada's 33 Census Metropolitan Areas represent the nation's most important labour markets. This report offers a brief snapshot of each of these communities, with special emphasis on their key industries, primary employers and labour force composition.

Table of Contents

From St. John's Newfoundland in the East to Victoria, British Columbia on the West Coast, Canada's major centres account for nearly 70 per cent of the national population and represent the nation's most important labour markets.

Each of these communities has a host of unique strengths, which contribute to the country's diverse economic output. An understanding of these urban centres is important for employers and job-seekers alike.

This report offers profiles for each of Canada's 33 Census Metropolitan Areas. Included in each community snapshot is its: industrial structure; Employment by sector; largest employers; interesting facts; and a brief description highlighting key economic trends.



Major City Labour Market	Page
1 Toronto, Ont.	3
2 Montréal, Que.	4
3 Vancouver, B.C.	5
4 Ottawa-Gatineau, Ont.	6
5 Calgary, Alta.	7
6 Edmonton, Alta.	8
7 Québec City, Que.	9
8 Winnipeg, Man.	10
9 Hamilton, Ont.	11
10 London, Ont.	12
11 Kitchener, Ont.	13
12 St. Catharines-Niagara, Ont.	14
13 Halifax, N.S.	15
14 Oshawa, Ont.	16
15 Victoria, B.C.	17
16 Windsor, Ont.	18
17 Saskatoon, Sask.	19
18 Regina Sask.	20
19 Sherbrooke, Que.	21
20 Barrie, Ont.	22
21 St. John's, Nfld.	23
22 Kelowna, B.C.	24
23 Abbotsford, B.C.	25
24 Sudbury, Ont.	26
25 Kingston, Ont.	27
26 Saguenay, Que.	28
27 Trois-Rivières, Que.	29
28 Brantford, Ont.	30
29 Guelph, Ont.	31
30 Moncton, N.B.	32
31 Saint John, N.B.	33
32 Thunder Bay, Ont.	34
33 Peterborough, Ont.	35

CanaData - The Industrial Structure of Canada's Major City Labour Markets

Reed Construction Data

500 Hood Road, 4th Floor, Markham, ON L3R 9Z3
Telephone 1-800-465-6475 • Fax 1-888-396-9413
www.canadata.com

Contributors:

Patrick Clancy

Product Management:

Mark Casaletto, Vice-President and General Manager,
Reed Construction Data – Canada

Lori Brooks, Manager, Production and Digital Media

Editorial:

Alex Carrick, Executive Editor
Ryan Starr, Editor

Production:

Erich Falkenberg, Design and Production
Mary Kikic, Cover Design

CanaData - The Industrial Structure of Canada's Major City Labour Markets is published by Reed Construction Data. The contents of this publication are copyright and reproduction, in whole or in part, by any means without the permission of the publisher is forbidden. The information in this report has been obtained from sources believed to be reliable. It cannot be guaranteed, however, and CanaData makes no representation or warranty, express or implied, with respect to its accuracy or completeness, nor assumes any responsibility or liability therefore.

Reed Construction Data provides the following publications and information services in Canada: Building Reports, Daily Commercial News, Journal of Commerce, myJobsite.ca, SmartProject News, SmartBuilding Index, CanaData, and Municipal Redbook.

Reed Construction Data provides the following publications and information services in the United States: Reed Bulletin, SmartProject News, SmartBuilding Index, U.S. Construction Outlook, SmartBIM Library, RSMean Cost and Reference Publications and CostWorks.

© 2009 Reed Construction Data, a division of Reed Business Information.
All rights reserved.

Date of issue: November 2009

Toronto, Ontario — Canada's largest labour market

Toronto is Canada's largest metropolitan area and the capital city of Ontario. It is located in southern Ontario on the northwestern shore of Lake Ontario. With over 5.3 million residents living within the metro boundaries, it is the fifth largest municipality in North America.

Toronto is a commercial, distribution, financial and industrial hub. It is the headquarters for many of the country's largest Corporations and financial institutions and home to Canada's primary stock exchange. The Toronto Stock Exchange (TSX) is the third largest stock exchange in the Americas by market capitalization, and sixth in the world.

The city and its surrounding area produce more than half of Canada's manufactured goods. As a consequence Toronto also serves as Canada's largest wholesale and distribution centre. Its size and abundance of attractions (including six professional sports teams) contribute to a strong tourism industry. The city's large population requires and supports a sizable service sector. Media and film industries are also a significant part of the economy.



Toronto, Ontario

Quick facts

Population

City: 2,503,281 (2006)
Metro: 5,531,300 (2009)

Nicknames

"T-dot"
"Hogtown"
"The Big Smoke"
"The 416"

Demonym

Torontonian

Key industries

Finance and insurance
Manufacturing
Government
Transportation
Retail and Service

Largest employers

See table

Company presence

CIBC (HQ)
Scotiabank (HQ)

RBC (HQ)
BMO (HQ)
TD Canada Trust (HQ)
Manulife Financial Group (HQ)
Hudson's Bay Company (HQ)
Rogers Communications (HQ)
Magna International (Aurora) (HQ)
Four Seasons Hotels (HQ)
IBM Canada (HQ)
Fairmont Hotels and Resorts (HQ)
Brookfield Asset Management (HQ)
Onex Coporation (HQ)
McClelland and Stewart (HQ)
Oxford Properties Group

Major post secondary institutions

University of Toronto
York University
Ryerson University
George Brown College
Seneca College
Centennial College

Employment by sector

Sector	Employed	% of Total
Manufacturing	153,705	11.43%
Professional/scientific	141,480	10.52%
Retail trade	130,405	9.70%
Health care	116,975	8.70%
Finance and insurance	98,785	7.35%
Construction	63,620	4.73%
Wholesale trade	61,535	4.58%
Transportation	51,330	3.82%
Real estate	33,795	2.51%
Agriculture	2,140	0.16%

Source: StatsCan Census (2006).

Largest public employers

Company	Sector	Employees
Toronto District School Board	Education	25,000
Government of Ontario	Government	21,000
Government of Canada	Government	10,000
Toronto Catholic District School Board	Education	7,800
University Health Network	Health care	7,000
Canada Post	Government	5,000
Sunnybrook and Women's College Hospital	Hospital	5,000
University of Toronto	Education	4,600
The Hospital for Sick Children	Hospital	4,500
Shoppers Drug Mart Inc.	Retail	3,200

Source: Invest in Ontario (2006).

Largest private employers

Company	Sector	Employees
Canadian Imperial Bank of Commerce	Finance	12,000
Toronto Dominion Bank	Finance	11,000
Royal Bank of Canada	Finance	11,000
Bank of Nova Scotia	Finance	10,000
Bank of Montréal	Finance	8,000
Bell Canada	Service	5,500
Apotex	Manufacturing	3,500
Bombardier Inc	Manufacturing	3,500
IBM Canada Ltd.	Service	3,400
Shoppers Drug Mart Inc.	Retail	3,200

Source: Invest in Ontario (2006).

Montréal, Québec — Canada's second largest labour market

Montréal is Canada's second largest city and metropolitan area by population size. Located in southwestern Québec, the city proper covers most of the island of Montréal at the confluence of the St. Lawrence and Ottawa Rivers.

Proximity to major continental centres such as New York, Boston, Philadelphia, Pittsburgh, Washington, D.C., Detroit and Toronto means Montréal has access to a market of 110 million consumers within a 1,000 km radius. Access to the St. Lawrence River, efficient road and rail networks as well as airport infrastructure facilitates trade. The Port of Montréal is the largest inland port in the world, handling 26 million tonnes of cargo annually.

Montréal's economy is the second largest of all Canadian cities and the largest in Québec. In addition to being a provincial and regional business centre, Montréal has a booming high-tech industry. In 2002, Montréal ranked as the fourth largest centre in North America for aerospace jobs. The video game industry has also been thriving in part because of government subsidies.



Montréal, Québec

Quick facts

Population

City: 1,620,693 (2006)
Metro: 3,750,5 (2009)

Nicknames

"City of Saints"
"la métropole"
"la belle ville"

Demonym

Montréalais, Montréalais(e)

Key industries

Aerospace
Government
Business
Finance and insurance
Trade

Largest employers

See table

Company presence

Canadian Space Agency (HQ)
Bell Canada (HQ)
SNC-Lavalin Group Inc. (HQ)
Air Canada (HQ)
Canadian National Rail
Bombardier Inc. (HQ)
Rio Tinti Alcan (HQ)
Yellow Pages Group (HQ)

Major post-secondary institutions

Université de Montréal
Université du Québec à Montréal
Seventeen Colleges (Collège d'enseignement général et professionnel)
McGill University
Concordia University

Employment by sector

Sector	Employed	% of Total
Manufacturing	260,530	13.2%
Retail trade	232,440	11.8%
Health care and social services	206,860	10.5%
Professional, scientific and technical	159,500	8.1%
Educational services	136,600	6.9%
Accommodation and food services	113,655	5.8%
Wholesale trade	108,185	5.5%
Transportation and warehousing	94,995	4.8%
Other services	89,380	4.5%
Finance and insurance	89,190	4.5%
Construction	88,790	4.5%
Public administration	85,400	4.3%

Source: StatsCan Census (2006).

Largest public employers

Company	Sector	Employees
City of Montréal	Municipal gov't	38,250
Government of Québec	Provincial gov't	21,850
Government of Canada	Federal gov't	17,825
McGill University Health Centre	Health care	8,500-12,000
Hydro-Québec	Utilities	7,000-10,000
Centre hospitalier de l'université de Montréal	Health care	6,000-7,500
McGill University	Education	5,000-7,000
Université de Montréal	Education	4,500-7,000
Hopital general juif Sir Mortimer B. Davis	Health care	4,000-5,000
Loto-Québec	Government	3,500-5,000

Source: CanaData estimates based on Human Resources and Social Development Canada stats

Largest private employers

Company	Sector	Employees
BCE /Bell Canada	Communications	8,000-12,000
National Bank	Finance	7,500-11,000
Bombardier	Manufacturing	6,000-7,500
Societe de transport de la CUM	Transportation	6,000-7,500
Air Canada	Transportation	5,000-6,500
Federation de caisses Dejardins	Finance	4,000-7,000

Source: CanaData estimates based on Human Resources and Social Development Canada stats

Vancouver, British Columbia — Canada's third largest labour market

Located in British Columbia's Lower Mainland on Canada's west coast, Vancouver is Canada's eighth largest city and third largest metropolitan area. Vancouver is home to a diverse economy. The Port of Vancouver, Canada's largest and most diversified, does more than \$75 billion in trade with over 130 different economies annually.

The city also serves as British Columbia's primary financial, business and service centre. Vancouver is home base for many mining and forestry companies, and has rapidly growing software and biotechnology sectors.

Desirable climate and proximity to mountain ranges and the Pacific Ocean mean Vancouver sees considerable tourist traffic. It also has Canada's most expensive housing prices.

In 2010 Vancouver and nearby Whistler (125 km north of the city) will host the Olympic and Paralympic Winter Games.



Vancouver, British Columbia

Quick facts

Population

Urban: 578,041 (2006)
Metro: 2,271,200 (2009)

Nicknames

"Hollywood North"
"Van City"
"Terminal City"

Demonym

Vancouverite

Key industries

Forestry
Biotechnology
Business/finance
Government
Health care
Transportation\

Largest employers

See table

Company presence

HSBC Canada (HQ)
Electronic Arts
The Pattison Group
Telus Corp.
Insurance Corp. of British Columbia

Major post-secondary institutions

Simon Fraser University
University of British Columbia
British Columbia Institute of Technology
Vancouver Community College
Langara College
Columbia College

Employment by sector

Sector	Employed	% of Total
Services	535,510	49.4%
Retail trade	127,460	11.8%
Manufacturing	98,755	9.1%
Finance, insurance, real estate	80,315	7.4%
Transportation, Utilities	69,245	6.4%
Wholesale trade	58,860	5.4%
Construction	57,335	5.3%
Government	48,830	4.5%
Mining and oil & gas	4,140	0.4%
Forestry & logging	1,040	0.1%

Source: StatsCan Census (2006).

Largest public employers

Company	Sector	Employees
Vancouver Coastal Health Authority	Government	24,000
Fraser Health Authority	Health care	22,958
University of British Columbia	Education	16,179
Vancouver Hospital and Health Sciences	Health care	10,000
Provincial Health Services Authority	Health care	9,572
School District No. 36 (Surrey)	Education	6,000
City of Vancouver	Municipal gov't	5,926
Vancouver School Board	Government	5,873
Providence Health care	Health care	5,200
Childrens and Womens Health Centre	Health care	4,500
Simon Fraser University	Education	4,402
BC Hydro	Utilities	3,874
Canada Customs and Revenue Agency	Government	3,328

Source: Invest in BC (2009).

Largest private employers

Company	Sector	Employees
The Jim Pattison Group	Conglomerate	8,450
Telus Corp.	Telecommunication	8,200
Air Canada	Transportation	7,942
Vancouver International Airport	Transportation	7,111
CIBC	Finance	6,100
RBC Financial Group	Finance	5,345
Canada Post	Transportation	4,560
Insurance Corp. of BC	Finance	4,400
Translink	Transportation	3,952
London Drugs	Retail	3,039
HSBC	Finance/Insurance	2,800
Accenture Inc	Business Services	2,050
Creo Inc.	Manufacturing	1,400
Washington Marine Group	Transportation	1,281
Electronic Arts	Manufacturing	1,275
Business Objects S.A.	Business Services	1,100

Source: Invest in BC (2009).

Ottawa-Gatineau, Ontario — Canada's fourth largest labour market

Ottawa, Canada's fourth largest metropolitan area, is located in the Ottawa Valley in the eastern portion of southern Ontario. The city sits on the southern bank of the Ottawa River, which serves as a boundary between Ontario and Québec.

Almost 50 per cent of Ottawa residents hold post-secondary degrees, certificates or diplomas, making the city among the more highly educated in Canada. Ottawa is also home to more engineers, scientists and PhDs per capita than any other city in the country.

Ottawa's economy is fueled by two major sectors: government and high tech. Ottawa's active workforce is comprised of approximately 78,000 in advanced technology, 73,000 in the federal government, 70,000 in health and education, and 57,000 in trades. These sectors combined account for more than 50 per cent of the local GDP.

Ottawa's surrounding area is almost 80 per cent rural, with as many as 10,000 jobs in the city directly or indirectly associated with agriculture, helping to make Ottawa the agricultural and economic centre of eastern Ontario.

 **CanaData**



Ottawa/Gatineau, Ontario

Quick facts

Population

City: 900,000 (2009 estimate)
Metro: 1,198,700 (2009)

Nicknames

"Bytown"
"O-Town"
"Capital City"

Demonym

Ottawan

Key industries

Public administration
Business services
High-tech/software

Largest employers

See table\

Company presence

Federal Government
Adobe Systems
Corel Corp.
Defence Construction Canada
Canada Mortgage and Housing Corp.
Canada Post
Canadian Broadcasting Corporation (CBC)
Bank of Canada
Royal Canadian Mint

Major post-secondary institutions

Algonquin College
Carleton University
La Cité Collégiale
University of Ottawa

Employment by sector

Sector	Employed	% of Total
Other services	214,985	34.3%
Business services	129,500	20.7%
Retail trade	65,025	10.4%
Health care & social services	61,905	9.9%
Educational services	43,970	7.0%
Construction	30,895	4.9%
Finance and real estate	29,750	4.7%
Manufacturing	28,765	4.6%
Wholesale trade	15,470	2.5%
Agriculture & resource industries	6,745	1.1%

Source: StatsCan Census (2006).

Largest public employers

Company	Sector	Employees
Government of Canada	Federal gov't	86,000
Canada Post Corp.	Postal service	4,500
University of Ottawa	Education	5,900
Ottawa-Carleton R.C. School Board	Education	2,600
City of Ottawa	Municipal gov't	12,500
Sisters of Charity Ottawa Health Service	Health care	2,000
Carleton University	Education	5,250
Ottawa Hospital	Health care	10,000
Ottawa-Carleton District School Board	Education	4,500
Algonquin College	Education	2,600

Source: Invest in Ontario (2003).

Largest private employers

Company	Sector	Employees
Nortel Networks	Manufacturing	7,000
JDS Uniphase	Manufacturing	2,000
Alcatel Canada (Newbridge Networks)	Manufacturing	2,900
Bell Canada	Communication	3,000
Loblaws	Retail	3,400
Mitel	Manufacturing	1,800
EDS Canada	Software	1,800
Calian Technology	Software	1,500
Corel	Software	900
Cognos	Software	1,200

Source: Invest in Ontario (2003).

Calgary, Alberta — Canada's fifth largest labour market

Calgary is Canada's third largest civic municipality by population and the country's fifth largest metropolitan area. The city is located at the edge of the Canadian Rockies in southern Alberta.

The economy has long been considered one of the nation's healthiest, thanks in large part to the petroleum and natural gas industries. The local economy is so tied to oil that the city's population and economic growth trends are closely matched to energy demand and price fluctuation.

Calgary is home to Canada's highest retail sales per capita, and has the highest rate of real GDP growth.

The labour force growth of 3.7 per cent in 2008 helped contribute to a strong 10-year growth rate of 33.5 per cent. Low rates of taxation have also contributed to Canada's highest concentration per capita of corporate headquarters.




Calgary, Alberta

Quick facts

Population

City: 988,193 (2006)

Metro: 1,182,400 (2009)

Nicknames

"Cowtown"

"Stampede City"

"Canada's oil capital"

"Heart of the West"

Demonym

Calgarian

Key industries

Energy

Construction

Transportation

Business management

Largest employers

See tables

Company presence

WestJet (HQ)

Imperial Oil (HQ)

EnCana (HQ)

Canadian Pacific Railroad (HQ)

Nova Chemicals (HQ)

Shaw Communications (HQ)

Shell Canada (HQ)

Major post-secondary institutions

University of Calgary

Mount Royal College

SAIT Polytechnical Institute

Bow Valley College

Alberta School of Art and Design

Employment by sector

Sector	Employed	% of Total
Trade	110,100	13.8
Professional, scientific, technical	90,600	11.4
Construction	67,700	8.5
Health care	67,500	8.4
Forestry, fishing, mining, oil and gas	59,800	7.5
Manufacturing	50,000	6.3
Finance, insurance, real estate	45,700	5.7
Transportation, warehousing	43,900	5.5

Source: Alberta Regional Labour Market Review (2008).

Largest public employers

Company	Sector	Employees
Calgary Health Region	Health care	22,000
City of Calgary	Municipal gov't	12,296
Calgary Board of Education	Education	8,000
University of Calgary	Education	6,200
Calgary Catholic Separate Schools	Education	4,100
Mount Royal College	Education	1,956
Rocky View School Division	Education	1,500

Source: Calgary Economic Development Agency

Largest private employers

Company	Sector	Employees
Shaw Communications Inc.	Communications	7,500
NOVA Chemicals Corp.	Chemical	4,945
Telus	Communications	4,517
Mark's Work Wearhouse	Retail	4,519
Calgary Co-op Association Ltd.	Retail (Food)	4,000
Nexen Inc.	Energy	3,200
Canadian Pacific Railway	Transport	3,100
Canadian Natural Resources Ltd.	Energy	2,500
Shell Canada	Energy	2,200
ConocoPhillips Resources Corp.	Energy	2,100
DOW Chemicals Canada	Chemical	2,000

Source: Calgary Economic Development Agency

Edmonton, Alberta — Canada's sixth largest labour market

Edmonton is the capital of Alberta. The city is located on the North Saskatchewan River in the central region of Alberta. Edmonton occupies a large area and has one of the lowest population densities in North America.

The city is a significant staging point for the large-scale oil sands projects located in northern Alberta. Edmonton is strategically positioned between the world's largest energy market and the second largest concentration of oil reserves. 47.5 per cent of all major projects are related to the oil and gas industry.

Despite the apparent focus on energy, Edmonton's economy is now the second-most diverse in Canada, with strong technology and biotechnology sectors. The city also acts as a hub for large-scale diamond mining operations in the Northwest Territories. These factors have helped contribute to a strong construction industry.

Edmonton has weathered the current economic storm relatively well. Year over year employment loss was 0.2 per cent and the overall unemployment rate is well below the national average at 7.4 per cent.



Edmonton, Alberta

Quick facts

Population

City: 782,439 (2009)

Metro: 1,124,200 (2009)

Nicknames

"E-city"

"City of Champions"

"The Big E"

Demonym

Edmontonian

Key industries

Energy

Transportation

Biotechnology

Business services

Health care

Construction

Largest employers

See table

Company presence

Canadian Western Bank (HQ)

ATB Financial (HQ)

PCL Construction Inc.

Stantec Inc. (HQ)

CN Rail (operations management centre)

Major post-secondary institutions

University of Alberta

Athabasca University

Concordia University College of Alberta

King's University College

Taylor University College and Seminary

University of Lethbridge

Employment by sector

Sector	Employed	% of Total
Retail trade	67,825	11.10
Health care/social assistance	60,525	9.90
Construction	56,240	9.20
Manufacturing	49,495	8.10
Management of companies	42,450	6.90
Educational services	42,195	6.90
Public administration	40,155	6.50
Accommodation/food service	40,020	6.50
Other services	33,140	5.40
Wholesale trade	31,605	5.20
Transportation	29,560	4.80
Admin support/waste mgmt.	24,085	3.90
Finance and insurance	20,190	3.30
Mining, oil and gas	19,980	3.20

Source: Statistics Canada, Census (2006).

Largest public employers

Company	Sector	Employees
Telus Corp.	Communications	5,034
Canada Safeway Ltd.	Grocery retail	5,000
Northland's Park	Recreation	2,554
Finning Canada	Industrial machinery	2,300
ATCO Ltd.	Utilities	2,000
Lilydale Foods	Food	2,000
StanTec Inc.	Engineering	2,000
CN Rail	Transportation	1,787
Good Samaritan	Community services	1,600
UMA	Engineering	1,500
Walmart	Retail	1,500

Source: Edmonton Economic Development

Largest private employers

Company	Sector	Employees
Capital Health	Health care	15,000
Government of Alberta	Provincial gov't	14,012
City of Edmonton	Municipal gov't	9,066
Edmonton Public Schools	Education	7,127
University of Alberta	Education	6,135
Government of Canada	Federal gov't	6,000
Edmonton Garrison	Defense	4,500
Edmonton Catholic Schools	Education	2,633
Northern Albita. Institute of Technology	Education	2,132

Source: Edmonton Economic Development

Québec City, Québec — Canada's seventh largest labour market

Québec's provincial capital is Canada's 10th largest city and seventh largest metropolitan area. One of North America's oldest European settlements, Québec has a vibrant old world feel. A picturesque downtown referred to as 'Old Québec' is North America's only remaining fortified city and undergirds a strong tourism industry.

As provincial capital, Québec City is a regional service and administration centre with a large public sector presence. Around 10% of jobs are in manufacturing. Principal products include pulp and paper, processed food, metal/wood items, chemicals, electronics and electrical equipment, and printed materials. Insurance is also a significant industry in Québec City.

Positioned at the mouth of the St. Lawrence River, the city is an important transportation hub with a busy port.



Québec City, Québec

Quck facts

Population

City: 491,142 (2006)
Metro: 738,900 (2009)

Nicknames

"La Vieille Capitale"
"Québec"
"Ville de Québec"

Demonym

Québécois

Key industries

Government
Tourism
Public administration
Defense
Transportation

Largest employers

See tables

Company presence

CGI Group
caisses Desjardins
Armed Forces
Hydro-Québec

Major post-secondary institutions

Université Laval
Université du Québec
Numerous Colleges (Collège d'enseignement général et professionnel)

Employment by sector

Sector	Employed	% of Total
Public administration	35,705	13.1 %
Health care and social assistance	34,295	12.6 %
Retail trade	33,385	12.3 %
Accommodations, food services	20,110	7.4 %
Educational services	20,050	7.4 %
Manufacturing	19,785	7.3 %
Professional, scientific, technical	19,005	7.0%
Other services	13,470	5.0%
Finance and insurance	13,060	4.8 %
Construction	10,695	3.9 %
Administrative services	10,310	3.8 %
Transportation and storage	9,715	3.6 %
Wholesale trade	8,930	3.3 %
Information and cultural industry	6,060	2.2 %
Arts, entertainment, recreation	5,285	2.0%

Source: Statistics Canada, 2006 Census.

Largest public employers

Company	Sector	Employees
Québec Government	Prov gov't	33,350
Université Laval	Education	10,100
Centre hospitalier universitaire de Québec	Health care	8,768
Ville de Québec	Municip. Gov't	8,000
Valcartier Military Base	Defense	6,752
Centre Hospitalier Affilié Universitaire de Québec	Health care	5,000
Commission scolaire des Premières-Seigneuries	Education	4,582
Commission scolaire de la Capitale	Education	4,000
Centre de santé et de serv. soc. Québec Sud	Health care	3,350
Commission scolaire des Navigateurs	Education	3,200
Centre de santé et de serv. soc. Québec Nord	Health care	2,853
Centre Hospitalier Affilié Hôtel-Dieu de Lévis	Health care	2,123
Centre de santé et de serv. soc. du Grand Littoral	Health care	2,084

Source: Québec Hebdo (2009)

Largest private employers

Company	Sector	Employees
Caisses Desjardins	Finance	4,861
Desjardins Sécurité financière	Finance	2,538
Restaurants Normandin inc.	Food Service	2,200
Hydro-Québec	Utility	1,921
McDonald's	Food Service	1,730
Desjardins assurances générales	Finance	1,679
CGI	Business Services	1,400
Roche Itée	Engineering	1,400
SSQ Groupe Financier	Insurance	1,336
Ameublement Tanguay inc.	Retail	1,300

Source: Québec Hebdo (2009)

Winnipeg, Manitoba — Canada's eighth largest labour market

Manitoba's capital, Winnipeg is located near the longitudinal centre of North America near the eastern edge of the Canadian Prairies.

Winnipeg has the third-fastest growing economy among Canada's major cities, according to 2009 projections, with a real GDP growth at 2.5 per cent. Overall Winnipeg has a diverse economy. Key sectors include manufacturing, transportation, food and beverage production, and government. The centrality of the city has contributed to its strength as a transportation hub. It is home to many of the top interprovincial general freight carriers in Canada.

Winnipeg is the sixth ranked metropolitan area in Canada in terms of unemployment (5.8 per cent). Despite the recession, the local economy has seen year-over-year job growth of 0.7 per cent. Growth has been tremendous in the construction sector. In February of 2009 the Winnipeg Construction Association said the booming industry cannot find enough supervisors and skilled tradespeople. In 2006 Winnipeg was named by KPMG as one of the lowest cost locations to do business in Canada.




Winnipeg, Manitoba

Quick facts

Population

City: 672,300 (2009 estimate)
Metro: 732,600 (2009 estimate)

Nicknames

"The 204"
"Winnerpeg"
"Peg City,"
"The Peg"
"Gateway to the West"
"Winterpeg"

Demonym

Winnipegger

Key industries

Insurance
Transportation
Public administration
Trade
Manufacturing

Largest employers

See table

Company presence

The Great-West Life Assurance Company (HQ)
CanWest Global Communications Corp. (HQ)
Royal Canadian Mint
Canadian Wheat Board
Investors Group (HQ)
Biovail Corp.
Boeing Canada

Major post-secondary institutions

University of Manitoba
University of Winnipeg
Red River College
Booth College

Employment by sector

Sector	Employed	% of Total
Other services	80,100	21.0%
Business services	70,730	18.6%
Health care and social services	47,310	12.4%
Retail trade	42,960	11.3%
Manufacturing	42,410	11.1%
Educational services	29,430	7.7%
Finance and real estate	24,095	6.3%
Construction	18,780	4.9%
Wholesale trade	16,180	4.3%
Agriculture & resource industries	8,620	2.3%

Source: StatsCan Census (2006).

Largest public employers

Company	Sector	Employees
The Province of Manitoba	Provincial gov't	14,500
City of Winnipeg	Municipal gov't	8,300
University of Manitoba	Education	5,860
Health Sciences Centre	Health care	5,000
Manitoba Telecom Services	Telecom utility	4,257
Manitoba Hydro	Utilities	4,000
River East School Division #9	Education	1,500
Salvation Army Grace General Hospital	Health care	1,200
Manitoba Public Insurance Corp.	Insurance	1,100
Seven Oaks School Division #10	Education	1,100
St. James-Assiniboia School Division	Education	1,000
Misericordia General Hospital	Health care	900

Source: CanaData estimates based on Manitoba Community Profiles (2009).

Largest private employers

Company	Sector	Employees
Palliser Furniture Ltd.	Manufacturing	2,340
Great-West Life Assurance Co.	Insurance	1,829
Motor Coach Industries	Manufacturing	1,200
New Flyer Industries	Bus Manufacturer	1,120
Investors Group	Financial services	900
Kitchen Craft of Canada Ltd.	Cabinetry	856
Birchwood Automobile Group Inc.	Auto Sales	836

Source: CanaData estimates based on Manitoba Community Profiles (2009).

Hamilton, Ontario — Canada's ninth largest labour market

Hamilton's location on the southwest corner of Lake Ontario in the Golden Horseshoe region has helped make the city a manufacturing and transportation hub. Hamilton sits on major rail and highway routes and is home to a busy airport and significant port infrastructure.

In 2008 Canadian Business magazine named Hamilton the third best location in English Canada for doing business. Traditionally the city's local economy has been led by the steel and heavy manufacturing industries. Within the last decade, however, there has been a shift toward the service sector, particularly health sciences. In accordance with this diversification, recent years have seen extensive institutional and infrastructure projects, which have helped to bolster a healthy construction industry.



Hamilton, Ontario

Quick facts

Population

City: 504,559 (2006)
Metro: 731,500 (2009)

Nicknames

"The Hammer"
"Hammertown"
"Steeltown"

Demonym

Hamiltonian

Key industries

Steel
Transportation
Manufacturing
Biotechnology
Health care

Largest employers

See table

Company presence

Lakeport Brewing Co.
Arcelor Mittal Dofasco Inc.
US Steel Canada

Major post-secondary institutions

McMaster University
Mohawk College
Redeemer University College

Employment by sector

Sector	Employed	% of Total
Manufacturing	42,525	16.1
Health care	30,290	11.5
Retail trade	29,595	11.2
Construction	17,485	6.6
Professional and scientific	12,735	4.8
Wholesale trade	12,020	4.6
Transportation	11,740	4.5
Finance and insurance	9,745	3.7

Source: StatsCan Census of Labour Force 2006

Largest public employers

Company	Sector	Employees
Hamilton Health Sciences Corp.	Health care	10,000
McMaster University	Education	7,500
Hamilton-Wentworth School Board	Education	7,301
City of Hamilton	Municipal gov't	7,100
Hamilton-Wentworth Catholic School Board	Education	4,400
Federal Government	Gov't	2,746
Mohawk College	Education	2,403
St. Joseph's Health care Hamilton	Health care	1,572
Government of Ontario	Provincial gov't	600
St. Peter's Health System	Health care	500

Source: Invest in Ontario (2009).

Largest private employers

Company	Sector	Employees
ArcelorMittal	Steel	4,200
US Steel	Steel	1,900
National Steel Car	Railway cars	1,000
Siemens Canada Ltd.	Turbines	700
Hamilton Spectator	Media	510
Oakrun Farm Bakery	Food production	500
Taylor Steel	Steel	450
Group 4 Falck	Security service	450
Coppley Apparel Group	Men's clothing	357
Maple Leaf Meats	Food	273

Source: Invest in Ontario (2009).

London, Ontario — Canada's 10th largest labour market

London, Canada's 10th largest metropolitan area, is located approximately two hours west of Toronto in southwestern Ontario.

London's economy is dominated by the manufacturing industry. Key outputs include locomotives, automobiles, and military vehicles. London also has a strong financial and business service sector. The University of Western Ontario, a formidable and respected research institution, is also a key economic driver, contributing an estimated \$1.5 billion to the economy on a yearly basis. London is also home to Fanshawe College and over 20 vocational schools.

Like most economies driven by the manufacturing sector, London's has been significantly impacted by the recent economic downturn. As of September 2009, employment was down 6.7 per cent on a year-over year basis, making the London area one of the nation's hardest hit. Total unemployment is 11.2 per cent, the second worst among major Canadian cities.

 **CanaData**



London, Ontario

Quick facts

Population

City: 352,395 (2006)
Metro: 457,720 (2006)

Nicknames

"The Forest City"

Demonym

Londonite

Key industries

Manufacturing
Information technology
Research
Insurance

Largest employers

See table

Company presence

3M (Canadian HQ)
Labatt Brewing Co. Ltd.
Molson Coors Brewing Co. (Carling Brewery)
Kellogg's Canada
London Life Insurance Co.TD
Canada Trust

Major post-secondary institutions

University of Western Ontario
Fanshawe College

Employment by sector

Sector	Employed	% of Total
Manufacturing	25,015	13.1%
Health care	24,060	12.6%
Retail trade	22,025	11.5%
Professional and scientific	11,505	6.0%
Finance and insurance	10,870	5.7%
Construction	10,045	5.2%
Transportation	7,745	4.0%
Wholesale trade	7,565	3.9%
Real estate	3,685	1.9%
Agriculture	940	0.5%

Source: Invest in Ontario (2006)

Largest public employers

Company	Sector	Employees
London Health Sciences Centre	Health care	9,539
Thames Valley District School Board	Education	7,500
St. Joseph's Health care London	Health care	5,400
University of Western Ontario	Education	3,500
The City of London	Municipal gov't	2,906
London District Catholic Schools Board	Education	1,585
Fanshawe College of Applied Arts	Education	885
Ministry of Transportation	Government	700
Lawson Health Research Institute	Health research	600
Robart's Research Institute	Health research	500

Source: Invest in Ontario (2008).

Largest private employers

Company	Sector	Employees
Ford Motor Company	Automotive	2,800
London Life	Insurance	2,739
3M Canada	Manufacturing	2,732
TD Canada Trust	Finance	2,060
Electro-Motive Canada	Manufacturing	1,780
Bell Canada	Communication	1,300
General Dynamics Land Systems	Manufacturing	1,200
Stream	Admin & support	1,200
Teletch Holdings	Admin & support	1,053
Sykes	Admin & support	900

Source: Invest in Ontario (2008).

Kitchener, Ontario — Canada's 11th largest labour market

The Kitchener census metropolitan area is located in southern Ontario and includes neighboring cities Cambridge and Waterloo. The three municipalities combine to form what is often referred to as the Kitchener-Waterloo region, or "tri-city area." The region is growing at twice the rate of both Ontario and Canada.

Approximately 28% of the area's labour force is employed in the manufacturing sector. As a result, the region was hit particularly hard by the recent recession. The Waterloo region lost about 11,000 manufacturing jobs between 2004 and 2008. Employment was down 2% for 2009 on a year-over-year basis, contributing to an unemployment rate of 9%.

Nonetheless, growing economic diversity led by the technology sector is mitigating the impact of the decline in manufacturing. Over 400 high tech companies operate in the region.

As high-tech expands so too do the housing and commercial real estate markets. Kitchener-Waterloo-Cambridge was named the best place to invest in real estate within Ontario. Despite the strength of the sector, the average cost of a house is \$146,495, which is low by provincial and national standards.




Kitchener, Ontario

Quick facts

Population

Kitchener: 204,668 (2006)
Waterloo :120,372 (2006)
Cambridge : 97,475 (2006)
Metro: 482,000 (2009)

Nicknames

"Tri Cities"

Demonym

Kitchenerite
Waterlooian
Cantabrigian

Key industries

Manufacturing
Automotive
Insurance
High-tech

Largest employers

See table

Company presence

Schneider's Foods Inc.
Manulife Financial
Sun Life Financial/Clarica
Investments
Research in Motion
Labatt Brewing Company Ltd.
Toyota Motor Company

Major post-secondary institutions

Conestoga College
University of Waterloo
Wilfrid Laurier University

Employment by sector

Sector	Employed	% of Total
Manufacturing	57,725	22.7%
Business services	42,175	16.6%
Other services	35,805	14.1%
Retail trade	27,960	11.0%
Health care and social services	20,725	8.1%
Educational services	19,485	7.7%
Finance and real estate	18,240	7.2%
Construction	15,525	6.1%
Wholesale trade	13,030	5.1%
Agriculture & resource industries	3,845	1.5%

Source: StatsCan Census (2006).

Largest public employers

Company	Sector	Employees
Waterloo Region District School Board	Education	5,000
University of Waterloo	Education	3,500
Grand River Hospital	Health care	2,600
Waterloo Catholic Distric School Board	Education	2,500
Region of Waterloo	Regional gov't	2,340
City of Kitchener	Municipal gov't	1,600
St. Mary's General Hospital	Health care	1,498
Cambridge Memorial Hospital	Health care	1,255
Wilfrid Laurier University	Education	1,080
City of Waterloo	Municipal gov't	700
Conestoga College, Waterloo Campus	Education	578
Corp. of the City of Cambridge	Municipal gov't	555

Source: CanaData estimates based on Invest in Ontario (2009).

Largest private employers

Company	Sector	Employees
Research in Motion	Communications	8,000+
Toyota Canada	Automotive	4,500
Sun Life Financial/Clarica	Financial	3,248
Manulife Financial	Insurance	1,900
Schneider Foods Inc.	Food production	1,688
ATS Automation Tooling Systems	Automotive	1,615
Loblaw Companies Ltd.	Food	1,205
Babcock and Wilcox Canada	Utilities	1,000
Challenger Motor Freight	Transportation	1,000
Arvato Services Inc.	Call centre	954
COM DEV International	Satellites	900
Rockwell Automation Canada Inc.	Automotive	870
Sutherland-Schultz Inc.	Manufacturing	800
Kitchener Frame Ltd.	Auto parts	750

Source: CanaData estimates based on Invest in Ontario (2008).

St. Catharines-Niagara, Ontario — Canada's 12th largest labour market

The St. Catharines-Niagara census metropolitan area includes the southern Ontario cities of Niagara, Niagara on the Lake, Welland, Fort Erie and Grimsby. The region is bound by the Greater Toronto Area to the north and Buffalo, NY to the south.

Tourism plays a significant role in the regional economy. The area is home to parks, historical sites, manmade wonders and other attractions. Niagara Falls, one of the world's natural wonders, attracts many to the area, which is also renowned for its wineries, casinos, and hospitality industry.

Since the 1980s the city has grown more dependent on the service sector as opposed to its traditional manufacturing base. Regardless, the manufacturing sector, which is dominated by a few large players, is still essential to the overall strength of the economy.

The recent recession and rising value of the loonie have had a negative effect on the local manufacturing and tourism industries. Year-over-year job growth as of September 2009 was 5.8 per cent, making St. Catharines-Niagara among the worst of Canada's metropolitan areas. Overall unemployment was 9.9 per cent in the same period.




St. Catharines - Niagara, Ontario

Quick facts

Population

City: 131,989 (2006)
Metro: 403,700 (2009)

Nicknames

"The Garden City"
"The Honeymoon Capital of the World" (Niagara)

Demonym

St. Catharinians

Key industries

Tourism
Wine production
Manufacturing
Business services

Largest employers

See table

Company presence

General Motors of Canada
Canadian Tire Financial Group
Algoma Central Transport Inc.
Casino Niagara and Fallsview Group
Sitel Corp.

Major post secondary institutions

Brock University
Niagara College
McMaster DeGroot School of Medicine (Satellite)

Employment by sector

Sector	Employed	% of Total
Business services	32,355	16.0%
Manufacturing	26,885	13.3%
Retail trade	23,515	11.6%
Health care and social services	19,480	9.6%
Educational services	12,625	6.2%
Construction	12,485	6.2%
Finance and real estate	9,120	4.5%
Wholesale trade	7,270	3.6%
Agriculture & resource industries	7,100	3.5%

Source: StatsCan Census (2006).

Largest public employers

Company	Sector	Employees
District School Board of Niagara	Education	4,734
Niagara Catholic District School Board	Education	4,200
Brock University	Education	1,784
Niagara Parks Commission	Ontario parks	1,655
Niagara Health System	Health care	1,195
Greater Niagara General Hospital	Health care	950
Niagara Regional Police Services	Police services	935
Hotel Dieu Shaver Health & Rehab Centre	Health care	599
City of St. Catharines	Municipal gov't	576
Ontario Ministry of Transportation	Prov. ministry	574
Corp. of the City of Niagara Falls	Municipal gov't	534
Canada Border Services Agency	Customs	400
Ontario Power Generation	Utilities	290

Source: CanaData estimates based on Invest in Ontario Website (2009).

Largest private employers

Company	Sector	Employees
Casino Niagara and Niagara Fallsview	Tourism	5,110
General Motors of Canada	Manufacturing	2,740
Canadian Niagara Hotels	Tourism	2,000
Algoma Central Corp.	Transportation	1,300
Seaway Marine Transport Inc.	Service	1,200
Canadian Tire Financial Services	Service	1,388
Convergys CMG Canada Ltd. Partnership	Service	1,100
Sitel Corp.	Manufacturing	1,000
Niagara 21st Group	Tourism	900
John Deere - Welland	Manufacturing	900
HOCO Ltd.	Tourism	900

Source: CanaData estimates based on Invest in Ontario Website (2009).

Halifax, Nova Scotia— Canada's 13th largest labour market

Halifax is the capital of Nova Scotia and the largest city in Atlantic Canada. Nearly one half of the provincial population lives within a one-hour commute of the city. Haligonians currently account for 40 per cent of Nova Scotia's population, and 15 per cent of Atlantic Canada's population.

As Eastern Canada's major economic centre, Halifax accounts for nearly half (48 per cent) of the Nova Scotia GDP, and 20 per cent of the Atlantic Canada GDP. The city is home to a significant number of regional commercial, finance, and government service resources.

Halifax's location on Canada's Atlantic coast makes it a major commercial transportation hub, especially for trade with European markets. Its ice-free harbour, one of the busiest in Canada, exports fish, lumber, and agricultural products. Halifax is also the primary Atlantic terminus of two major railways.



Halifax, Nova Scotia

Quick facts

Population

Urban: 282,924 (2006)
Metro: 394,600 (2009)

Nicknames

"Halfalax"
"Hali"
"Haliwood/Halifornia"
"The Fax"

Demonym

Haligonian

Key industries

Transportation
Agriculture
Fishing
Energy
Business services/finance
Government

Largest employers

See table

Company presence

Department of National Defence (Maritime Port/Regional Headquarters)
Port of Halifax
Scotiabank
Air Canada Jazz
Sable Offshore Energy Project

Major post-secondary institutions

Dalhousie University
Nova Scotia School of Art and Design
Saint Mary's University
Mount Saint Vincent University
Nova Scotia Community College
Université Sainte-Anne (Satellite Campus)

Employment by sector

Sector	Employed	% of Total
Other services	52,485	25.0%
Business services	43,480	20.7%
Retail trade	25,045	11.9%
Health care and social services	24,480	11.7%
Educational services	16,355	7.8%
Finance and real estate	13,540	6.4%
Construction	11,580	5.5%
Manufacturing	11,015	5.2%

Source: StatsCan Census (2006).

Largest public employers

Company	Sector	Employees
Government of Canada	Federal gov't	9,000+
Department of National Defence	Defence	9,000+
QEII Health Sciences Centre	Health care	6,000-7,000
Dalhousie University	Education	3,000-4,000
City of Halifax	Municipal gov't	3,000+
Nova Scotia government	Provincial gov't	3,000+
IWK/Grace Health Centre	Health care	2,500-4,000
Canada Post	Postal service	500-1,000
Bedford Institute of Oceanography	Research	500-1,000

Source: Greater Halifax Partnership (2009)

3,200

Largest private employers

Company	Sector	Employees
Aliant	Telecommunication	2,000-3,000
Atlantic Wholesalers Inc.	Retail (food)	2,000-3,000
Convergys	Customer service	2,000-3,000
Casino Nova Scotia	Recreation	1,000-1,500
Municipal Group of Companies	Civil contractors	900-1,000
IMP Group Ltd.	Aviation	900-1,000
Nova Scotia Power Inc.	Utilities	700-800
Bank of Nova Scotia	Finance	500-1,000
Halifax Shipyard	Transportation	500-1,000
BMO Financial Group	Finance	500-1,000
RBC Financial Group	Finance	500-1,000
Keane	Software	500-1,000
Hallerm	Transportation	500-1,000

Source: Greater Halifax Partnership (2009)

Oshawa, Ontario — Canada's 14th largest labour market

Oshawa is located at the eastern edge of the Greater Toronto Area on the shore of Lake Ontario. The city is at the easternmost tip of the Golden Horseshoe region, southern Ontario's largest economic region. Approximately 36 per cent of Oshawa's labour force commutes to Toronto on a daily basis. The Oshawa Census Metropolitan Area (CMA) has been one of Canada's fastest growing in recent years.

The automotive industry has always played an important role in Oshawa's economy. General Motors of Canada has had significant resources in the city for a number of years including a regional engineering centre, assembly facilities and the company's national headquarters.

The presence of GM has spurred the establishment of several companies that act in support of the manufacturing facility. A recent decline in the automotive industry, and subsequent production cuts, have dealt a significant blow to the local economy.

The public sector is also an important economic driver for Oshawa. The Ministry of Finance has a notable presence. A number of regional Health care and education services are also located in Oshawa.




Oshawa, Ontario

Quick facts

Population

City: 141,590 (2006)
Metro: 356,600 (2009)

Nicknames

"The Shwa"
"Motor City"

Demonym

Oshawinian

Key industries

Automotive
Transportation
Manufacturing
Government
Construction

Largest employers

See table

Company presence

General Motors Canada (HQ and assembly)
Ontario Ministry of Finance

Major post-secondary institutions

University of Ontario Institute of Technology
Durham College

Employment by sector

Sector	Employed	% of Total
Manufacturing	12,765	16.7%
Retail trade	9,200	12.0%
Health care	7,125	9.3%
Construction	5,100	6.7%
Transportation	3,550	4.6%
Professional and scientific	3,395	4.4%
Wholesale trade	3,175	4.2%
Finance and insurance	2,455	3.2%
Real Estate	1,395	1.8%
Agricultural & resource industries	285	0.4%

Source: StatsCan Census (2006).

Largest public employers

Company	Sector	Employees
General Motors	Automotive	8,000
Aditya Birla Minacs	Customer mgmt	1,000
TDS Automotive	Automotive	677
Durham Contact Centre	Customer mgmt	465
Bell Canada	Telecom	400
Mackie Moving Systems	Transportation	400
Auto Warehousing Co.	Automotive	297
Oshawa Clinic	Health care	284
Union Energy	Customer mgmt	250
AGS Automotive	Automotive	127
Syncreon Automotive	Logistics	125

Source: CanaData estimates based on Oshawa Economic Development data (2009).

Largest private employers

Company	Sector	Employees
Ontario Ministry of Finance	Government	2,710
Lakeridge Family Health	Health care	2,654
Durham District School Board	Education	2,012
Durham College & UOIT	Education	1,760
Durham Regional Police Services	Government	796
Durham Catholic School Board	Education	704
City of Oshawa	Municipal gov't	700
Hillsdale Manor	Health care	564
Comcare Med Care	Health care	275
Association for Community Living	Government	254

Source: CanaData estimates based on Oshawa Economic Development data (2009).

Victoria, British Columbia — Canada's 15th largest labour market

Victoria, British Columbia's capital city, is Canada's 15th largest metropolitan area and 13th largest city. The city is located on the southern tip of Vancouver Island.

Victoria's economy is diverse. Technology, tourism, marine, health and service are all thriving industries, and the region has become a global leader in environmental services and technologies, with world class research in the field.

Over three million tourists visit Victoria on a yearly basis, injecting an estimated \$1 billion into the local economy. The area was rated the third best region in the Americas in the 2006 *Conde Nast Traveler's* Readers' Choice Awards.

Victoria has not been immune to the recent economic malaise. The value of new construction projects fell by 42 per cent between 2007 and 2008. Building permit levels have also declined significantly over the last few years.




Victoria, British Columbia

Quick facts

Population

Metro: 78,067 (2008)
City: 348,200 (2009)

Nicknames

"The Garden City"

Demonym

Victorian

Key industries

Government
Technology
Tourism
Construction
Finance

Largest employers

See table

Company Presence

Thrifty Foods
CFB Esquimalt
Government of British Columbia
BC Buildings Corp. (HQ)
BC Ferries Service (HQ)

Major post-secondary institutions

University of Victoria
Royal Roads University
Camosun College

Largest public employers

Company	Sector	Employees
Provincial government	Government	11,481
Vancouver Island Health Authority	Government	6,950
CFB Esquimalt	Military	6,000
University of Victoria	Education	5,000
Federal Government Excluding DND**	Government	3,255
School District # 63 (Saanich)	Education	1,550
District of Saanich	Government	1,474
School District #62 (Sooke)	Education	990
Capital Regional District	Government	912
School District #61 (Victoria)	Education	648
Camosun College	Education	628

Source: *Invest in BC (2009)*.

Employment by sector

Sector	Employed	% of Total
Services	84,035	49.60%
Government	25,650	15.20%
Retail trade	21,015	12.40%
Construction	9,785	5.80%
Finance, insurance, real estate	9,755	5.80%
Transportation, utilities	6,955	4.10%
Manufacturing	6,690	4.00%
Wholesale trade	4,375	2.60%
Mining and oil & gas	285	0.20%
Forestry & logging	235	0.10%

Source: *StatsCan Census (2006)*.

Largest private employers

Company	Sector	Employees
Thrifty Foods	Retail	2,213
Coast Capital Credit Union	Finance, Insurance	2,000
BC Ferries	Transportation	1,127
West Corp.	Business Services	1,110
BC Transit	Transportation	645
Buchart Gardens	Other	550
RBC Financial Group	Finance,	478
Telus Corp.	Utilities	472

Source: *Invest in BC (2009)*.

Windsor, Ontario — Canada's 16th largest labour market

Windsor is located directly across from the U.S. border city of Detroit, near Canada's southernmost point. It occupies the tip of the country's most important economic and population corridor. In addition to the border crossing which links it to one of Canada's busiest thoroughfares to the U.S., Windsor also boasts a deepwater port and rail links. Proximity to key markets and access to transportation also makes the city an ideal location for manufacturing.

Since 1904 when Ford began assembling cars in Windsor, the automotive industry has been a key economic driver. The decline within the industry has translated into difficult economic times. Windsor has the highest unemployment rate of all major Canadian cities (14.3 per cent). Future economic development will focus on growth within diverse areas including the already strong government and tourism sectors.

Major construction projects should help bolster the ailing economy, including the \$112-million Centre for Engineering Innovation at the University of Windsor and the construction of a new border crossing. The border crossing alone is expected to create some 15,000 jobs within the region.

 **CanaData**



Windsor, Ontario

Quick facts

Population

City: 216,473 (2006)
Metro: 333,600 (2009)

Nicknames

"City of Roses"
"Automobile Capital of Canada"

Demonym

Windsorite

Key industries

Automotive
Agriculture
Manufacturing
Tourism
Transportation

Largest employers

See table

Company presence

Ford Motor Company
Caesar's Windsor (casino)
Chrysler Canada (national HQ)

Major post-secondary institutions

University of Windsor
St. Clair College
University of Western Ontario (satellite)

Employment by sector

Sector	Employed	% of Total
Manufacturing	25,060	23.2
Retail trade	12,480	11.5
Health care	10,325	9.5
Professional and scientific	5,025	4.6
Construction	4,455	4.1
Transportation	4,395	4.1
Wholesale trade	2,940	2.7
Finance and insurance	2,445	2.3
Real estate	1,405	1.3
Agriculture & resource industries	735	0.6

Source: StatsCan Census (2006).

Largest public employers

Company	Sector	Employees
University of Windsor	Education	6,471
Greater Essex School Board	Education	5,410
Windsor Regional Hospital	Health care	3,886
City of Windsor	Municipal gov't	3,868
Windsor Essex Catholic Board	Education	3,255
Hotel-Dieu-Grace Hospital	Health care	1,735
St. Clair College	Education	1,285
Canada Border Service	Gov't	1,000
Canada Post	Gov't	861
Conseil Scolaire Ecoles Catholique	Education	500

Source: Invest in Ontario (2009).

Largest private employers

Company	Sector	Employees
Chrysler Canada	Automotive	5,500
Caesar's Windsor	Casino	4,013
Ford Motor Co.	Automotive	2,950
General Motors	Automotive	1,700
Nemark of Canada	Auto parts	1,418
Sutherland Global Services	Tech support	950
Veltri Canada	Manufacturing	432
Sears Canada	Retail	430
Accucaps	Food production	400
Ground Effects	Automotive	398

Source: Invest in Ontario (2009).

Saskatoon, Saskatchewan — Canada's 17th largest labour market

Saskatoon, Saskatchewan's most populous city, is located in central Saskatchewan on the South Saskatchewan River. Saskatoon's economy is strongly tied to resources, specifically potash, oil and agriculture. This has resulted in the moniker POW city (potash, oil, wheat). Various grains, livestock, uranium, gold, diamonds, coal and their spin-off industries also help fuel the economy. Saskatoon's other nickname, Hub City, refers to its ideal central location for distribution and logistics.

Nearly two-thirds of the world's recoverable potash is located in the Saskatoon region, which also has the world's largest store of uranium. Consequently, the world's largest publicly traded uranium company, Cameco, and potash producer, PotashCorp, have corporate headquarters in Saskatoon.

The strength of Saskatoon's economy is seen in its year-over-year employment growth of 5.5 per cent. As of September 2009, Saskatchewan had the lowest unemployment rate (4.5 per cent) of any Canadian metropolitan area. Saskatoon is expected to see a 1.7 per cent growth in gross domestic product for 2009.



Saskatoon, Saskatchewan

Quick facts

Population

City: 217,800 (2009)
Metro: 250,400 (2009)

Nicknames

"Hub City"
"Saskabush"
"Toon Town"
"POW City"

Demonym

Saskatonian

Key industries

Resources
Agri-business
Transportation
Wholesale trade
Health care
Mining
Energy

Largest employers

See table

Company presence

Cameco Corp. (HQ)
Potash Corp. (HQ)
AREVA NC (Canadian HQ)

Major post secondary institutions

University of Saskatchewan
First Nations University of Canada
SBC: Saskatoon Business College
Saskatchewan Institute of Applied Sciences and Technology

Employment by sector

Sector	Employed	% of Total
Other services	26,595	20.3%
Business services	22,025	16.8%
Health care and social services	16,310	12.5%
Retail trade	14,000	10.7%
Educational services	12,595	9.6%
Manufacturing	11,000	8.4%
Construction	8,070	6.2%
Agriculture & resource industries	7,660	5.8%
Wholesale trade	6,410	4.9%
Finance and real estate	6,320	4.8%

Source: StatsCan Census (2006).

Largest public employers

Company	Sector	Employees
Saskatoon Health Region	Health care	11,000
University of Saskatchewan	Education	7,170
City of Saskatoon	Municipal gov't	2,425
Government of Canada	Federal gov't	2,425
Sask. Institute of Applied Science and Tech.	Education	2,150
Saskatoon Board of Education	Education	2,000
Government of Saskatchewan	Provincial gov't	1,625

Source: CanaData estimates based on Saskatoon Regional Development Authority

Largest private employers

Company	Sector	Employees
Federated Cooperatives Ltd.	Finance	2,000
Graham Construction & Engineering	Construction	2,000
Siemens Transportation Group Inc.	Engineering/Transport	1,915
Maple Leaf Consumer Foods Inc.	Food	1,000
Bank of Nova Scotia	Finance	783
Vecima Networks Inc.	Telecom	782
New Holland Saskatoon	Manufacturing	750
Yanke Group of Companies	Transportation	750
Cemeco Corp.	Uranium/Mining	654
Concorde Group of Companies	Real Estate	650
AREVA Resource Canada Inc.	Mining	500

Source: CanaData estimates based on Saskatoon Regional Development Authority

Regina Saskatchewan— Canada's 18th largest labour market

Regina is the capital of Saskatchewan. The city is the second largest in the province and serves as a cultural and commercial hub for southern Saskatchewan and areas in neighbouring North Dakota and Montana.

Oil, natural gas and other commodities play an important role in Regina's economy. The farm and agricultural sector is still a significant part of the economy but is no longer the major driver; provincially it has slipped to eighth overall, well behind the natural resource sectors.

The Saskatchewan Wheat Pool (now Viterra Inc., the world's largest grain handling co-operative) has its headquarters in Regina. Provincial and federal governments are also significant local employers.

Saskatchewan's economy is currently driven by industrial capital projects and large public sector infrastructure investments through the federal economic stimulus plan.



Regina, Saskatchewan

Quick facts

Population

City: 179,246 (2006)
Metro: 206,700 (2009)

Nicknames

"The Queen City"

Demonym

Reginan

Key industries

Transportation
Finance/insurance
Government
Energy
Steel and manufacturing
Agri-business

Largest employers

See table

Company presence

Viterra Inc. (Formerly Saskatchewan Wheat Pool) (HQ)
Ipsco International
Co-operators Life Insurance Company
Saskatchewan Power Corp. (HQ)
SaskEnergy Inc. (HQ)
SGI (Public Auto Insurance) (HQ)
Brandt Group of Companies (HQ)

Major post-secondary institutions

Saskatchewan Institute of Applied Science and Technology
University of Regina

Employment by sector

Sector	Employed	% of Total
Other services	27,920	25.2%
Business services	19,350	17.5%
Retail trade	14,110	12.8%
Health care & social services	12,660	11.4%
Finance and real estate	9,035	8.2%
Educational services	7,720	7.0%
Construction	6,285	5.7%
Manufacturing	5,570	5.0%
Agriculture & resource industries	4,040	3.7%
Wholesale trade	3,930	3.6%

Source: StatsCan Census (2006).

Largest public employers

Company	Sector	Employees
Regina Qu'Appelle Health Region	Health care	9,500
Government of Saskatchewan	Provincial gov't	5,625
Government of Canada	Federal gov't	3,200
University of Regina	Education	2,250
SaskTel	Telecommunication	2,250
City of Regina	Municipal gov't	1,925
SGI	Insurance	1,649
SaskEnergy Inc.	Utilities	983
Sask. Liquor & Gaming Authority	Government	910
Sask. Power Corp.	Utilities	750

Source: CanaData Estimates based on Regina Regional Economic Development Authority Stats (2009).

Largest private employers

Company	Sector	Employees
Sears Canada	Retail	3,750
Sask. Wheat Pool	Agri-business	1,600
Conexus	Finance	877
Westfair Foods	Grocery retail	750
Canada Safeway	Transportation	750
Co-operators Life Insurance Co.	Insurance	608
Farm Credit Canada	Finance	427
Sask. Workers' Compensation Board	Safety	423
Brandt Group of Companies	Conglomerate	421

Source: CanaData Estimates based on Regina Regional Economic Development Authority Stats (2009).

Sherbrooke, Québec — Canada's 19th largest labour market

Sherbrooke is situated at the confluence of the St. Francis and Magog Rivers in eastern Québec. The city is home to two universities, one French-speaking and one English-speaking. The majority of the population is bilingual.

In addition to post-secondary institutions, nearly 50 research centres are located in Sherbrooke, providing access to highly specialized resources and technology transfer in various sectors, such as life sciences, microelectronics, nano-materials, mechanical and computer engineering and the environment. Large increases in commercial building permits, strong exports, a highly educated workforce and low unemployment rate also contribute to the economy's strength.

Manufacturing is an important economic driver. Among other exports, Sherbrooke is the largest manufacturer of hockey sticks in the world. Agriculture is also important to the region, which is home to many major dairy farms.



Sherbrooke, Québec

Quick facts

Population

City 147,427 (2006)
Metro 191,400 (2009)

Nicknames

"Queen of the Eastern Townships"

Key industries

Manufacturing
Research
High-tech
Life sciences
Business services

Largest employers

See table

Company presence

E.T.F.S (HQ)
Kruger Inc.
ICT Group
Nordia Inc.
Caisses Dejardins de Québec

Major post secondary institutions

Université de Sherbrooke
Bishop's University
Cégep de Sherbrooke
Séminaire de Sherbrooke
Champlain College Lennoxville

Employment by sector

Sector	Employed	% of Total
Other services	18,015	18.7%
Manufacturing	16,400	17.0%
Health care and social services	13,875	14.4%
Business services	12,620	13.1%
Retail trade	11,515	11.9%
Educational services	9,620	10.0%
Construction	5,045	5.2%
Finance and real estate	4,410	4.6%
Wholesale trade	2,960	3.1%
Agriculture & resource industries	2,095	2.2%

Source: StatsCan Census (2006).

Largest public employers

Company	Sector	Employees
Université de Sherbrooke	Education	5,500
Centre hospitalier universitaire de Sherbrooke	Health care	5,134
Commission scolaire Région-de-Sherbrooke	Education	3,000
Institut universitaire de gériatrie Sherbrooke	Health care	2,519
Ville de Sherbrooke	Municipal	1,710
Cégep de Sherbrooke	Education	700
Université Bishop's	Education	450
Ministère des Transports du Québec	Government	307
Centre de réadaptation Estrie	Social service	300

Source: Emploi Québec, Les 500 plus grands employeurs de l'Estrie, (2007).

Largest private employers

Company	Sector	Employees
Mouvement Desjardins	Finance	1,608
Nordia inc.	Client services	650
Centre Jeunesse de l'Estrie	Social services	550
Kruger Inc.	Paper manufacturer	485
Shermag inc.	Manufacturing	405
ETFS	Insurance	399
Regroupement CNDE-Dixville	Consulting	366
Jack Spratt Mfg inc.	Clothing	339
Groupe SM International	Engineering	305
Securitas Canada	Security	300

Source: Emploi Québec, Les 500 plus grands employeurs de l'Estrie, (2007).

Barrie, Ontario — Canada's 20th largest labour market

Barrie is located in southern Ontario, approximately 90 km north of Toronto. From 1996 to 2001, Barrie saw phenomenal growth. According to Statistics Canada, the city grew by 31.0 per cent, making it the second fastest growing city in Ontario. This is due to Barrie's young population and the growing number of Canadians moving into the city for economic and technology-employment opportunities.

There is little doubt that the economy is bolstered and supported by its proximity to Toronto, Canada's largest business centre. Location also contributes to a strong tourism industry as Barrie and its surrounding area offers popular year-round weekend destinations for those residing in the Greater Toronto Area.

The local labour force, only 32 per cent of which commutes out of Barrie for employment, offers highly skilled workers. Over 48 per cent have completed post secondary studies.

 **CanaData**



Barrie, Ontario

Quick facts

Population

City: 128,430 (2006)
Metro: 188,200 (2009)

Key industries

Manufacturing
Business service
Transportation
Tourism
Services

Company presence

Telus call centre
Bank of Montréal data centre
Source by Circuit City

Major post-secondary institutions

Georgian College

Largest employers

See table

Largest public employers

Company	Sector	Employees
Simcoe Muskoka Catholic School Board	Education	4,000
Royal Victoria Hospital	Health care	2,148
Simcoe County School Board	Education	1,890
Georgian College	Education	1,884
City of Barrie	Municipal gov't	952
YMCA of Simcoe Muskoka	Social service	700
Canada Post	Postal services	300

Source: Invest in Ontario (2008).

Employment by sector

Sector	Employed	% of Total
Manufacturing	10,315	14.30
Retail trade	9,655	13.40
Health care	6,550	9.10
Construction	5,320	7.40
Transportation	3,810	5.30
Wholesale trade	3,705	5.10
Professional and scientific	3,210	4.50
Finance and insurance	2,145	3.00
Real estate	1,465	2.03

Source: Statistics Canada, Census of Labour Force (2006).

Largest private employers

Company	Sector	Employees
The Source by Circuit City	Manufacturing	431
Home Depot	Retail	360
Telus Mobility	Client service	335
Yachiyo Inc.	Auto parts	320
Walmart	Retail	317
Sinton Transportation	Transportation	310
BMO Data Centre	Data centre	300
Moore Packaging	Containers	270
Spherion Staffing Solutions	Temp. staffing	260

Source: Invest in Ontario (2008).

St. John's, Newfoundland — Canada's 21st largest labour market

St. John's is Newfoundland's capital, located on the eastern tip of the Avalon Peninsula. It is the most populous metropolitan area in the province and the second largest in the Atlantic provinces.

The St. John's economy has long been tied to its proximity to the ocean and its resources as well as the city's role as provincial capital. The economy is growing quickly, and the city reportedly has one of the highest proportion of scientists and engineers per capita of any North American city with a population under one million. St. John's is dominated by small business; over 80 per cent of the companies in St. John's have fewer than 10 employees.

Economic forecasts suggest that the city will continue its economic growth in years to come. The strength of the local economy can be seen in St. John's ability to withstand the current economic crisis. Overall unemployment remains slightly above the national average, at 8.6 per cent. Recent growth, attributable to offshore energy projects, has led to a steadily declining unemployment rate, which has been tempered of late. Investment in major projects and infrastructure likely will help to mitigate the slowdown.




St. John's, Newfoundland

Quick facts

Population

City: 100,646 (2006)
Metro: 185,700 (2009)

Demonym

Referred to as "townies" by other Newfoundlanders
St John'sers

Nicknames

"The City of Legends"

Key industries

Energy
Business Services
Health care
Education
Construction
Fishing
Tourism

Largest employers

See table

Company presence

Fortis Inc.
Convergys Corp.

Major post secondary institutions

Memorial University of Newfoundland
Fisheries and Marine Institute
College of the North Atlantic (CNA)
A number of private career colleges

Employment by sector

Sector	Employed	% of Total
Other services	22,870	23.9%
Business services	18,575	19.4%
Health care and social services	12,920	13.5%
Retail trade	12,230	12.8%
Educational services	7,770	8.1%
Construction	5,265	5.5%
Manufacturing	4,355	4.5%
Agriculture & resource industries	4,245	4.4%
Finance and real estate	4,245	4.4%
Agriculture	2,140	0.16%

Source: StatsCan Census (2006).

Largest public employers

Company	Sector	Employees
Eastern Health	Health care	5,800
Government of Newfoundland Labrador	Government	4,000
Government of Canada	Government	4,000
Memorial University	Education	3,400
City of St. John's	Government	1,150

Source: St. John's Economic Development (2006).

Largest private employers

Company	Sector	Employees
Convergys Corp.	Business Services	1,600
Bell Aliant	Telecom	1,000
Sobey's Stores	Retail	850
Wal Mart Canada	Retail	800
Dominion	Retail	800
ICT Group	Business Services	600

Source: St. John's Economic Development (2006).

Kelowna, British Columbia — Canada's 22nd largest labour market

Kelowna is located approximately 400 km east of Vancouver and 130 km north of the U.S. border in central British Columbia. The city is the largest community in the central Okanagan region. Kelowna is often compared to Florida and California because of its favourable climate, vineyards, and orchards.

As Canada's 22nd largest metropolitan area and B.C.'s third largest city, Kelowna has a diverse and robust economy. As the largest city within the Okanagan, Kelowna is a hub for business, education, Health care and social services. The economy has traditionally been associated with forestry and agriculture, but also includes the aerospace industry and manufacturers of oilfield equipment and boats.

Kelowna's climate and geography have made it one of North America's fastest growing cities. Growth is largely driven by migration. Kelowna's appeal as a year-round destination also contributes to a strong tourism industry. During summer many visitors flock to Kelowna for boating, golf, hiking, and biking. Skiing and snowmobiling draw tourists in winter.




Kelowna, British Columbia

Quick facts

Population

City: 118,502 (2008)
Metro: 180,100 (2008)

Nicknames

"Florida of the North"

Demonym

Kelownite

Key industries

Agriculture
Service
Tourism
Forestry
Construction

Largest employers

See table

Company presence

Sun Rype
Big White ski resort
Silver Star ski resort

Major post-secondary institutions

University of British Columbia (Okanagan campus)
Okanagan College
Sprott-Shaw Community College

Largest public employers

Company	Sector	Employees
School District #23	Education	2,549
Kelowna General Hospital	Health care	1,830
Okanagan University College	Education	1,100
City of Kelowna	Municipal gov't	550

Source: Invest in BC (2009).

Employment by sector

Sector	Employed	% of Total
Services	36,225	46.60%
Retail trade	11,320	14.60%
Construction	7,645	9.80%
Manufacturing	6,620	8.50%
Finance, insurance, real estate	4,940	6.40%
Transportation & utilities	3,720	4.80%
Wholesale trade	2,935	3.80%
Government	2,855	3.70%
Mining and oil & gas	675	0.90%
Forestry & logging	350	0.50%

Source: StatsCan Census (2006).

Largest private employers

Company	Sector	Employees
Telus Corp.	Telecom	725
Riverside Forest Products	Softwood	580
SunRype	Fruit processing	410
Kelowna Flightcraft	Manufacturing	400
Big White Ski Resort	Ski resort	325
BC Fruit Packers Co-op	Agriculture	320
The Grand	Hotel	285
Groman Brothers	Lumber mill	280
Northside Steel Fabricators	Metal stamping	250
Interior Savings Credit Union	Finance	240
Kelowna Daily Courier	Newspaper	207
Costco Wholesale	Retail	201
Capri Insurance	Insurance	200
RE/MAX	Real Estate	200
Campion Marine Inc.	Boat Manufacturer	200

Source: Invest in BC (2009).

Abbotsford, British Columbia— Canada's 23rd largest labour market

Abbotsford is located in British Columbia's Lower Mainland. The city is home to Canada's third highest proportion of visible minorities and has a strong and diverse labour force bolstered by its proximity to Vancouver and the U.S. border. While many residents commute to Vancouver and its suburbs, the majority (62%) are employed within the city itself.

Nicknamed the "city in the country," Abbotsford has a thriving agricultural industry and earns the highest dollar per acre of agricultural land in the country. The largest manufacturing companies tend towards supply and channeling for the large agricultural industry. Many manufacturers also support the healthy construction industry. A growing aerospace industry is led by Cascade Aerospace and Conair Group Inc.




Abbotsford, British Columbia

Quick facts

Population

City: 123,864 (2006)
Metro: 170,700 (2009)

Nicknames

"City in the Country"
"Raspberry Capital of Canada"

Key industries

Agriculture
Food processing
Service
Construction
Manufacturing
Transportation (aerospace)

Largest employers

See table

Company presence

Cascade Aerospace Inc. (HQ)
Correctional Services Canada
(Regional supply and administrative centres)
Conair Group (HQ)

Major post-secondary institutions

University of the Fraser Valley
Several career colleges

Largest public employers

Company	Sector	Employees
Fraser Health Authority	Health care	2,550+
School District #34	Education	2,500+
University College of the Fraser Valley	Education	1,400+
Correctional Services Canada	Corrections	1,200+
City of Abbotsford	Municipal gov't	900+

Source: City of Abbotsford (November 2008)

Employment by sector

Sector	Employed	% of Total
Services	30,435	41.4
Manufacturing	10,500	14.3
Construction	6,350	8.6
Transportation, Warehousing, utilities	4,750	6.5
Government	3,940	5.4
Wholesale trade	3,820	5.2
Finance, insurance, business services	3,485	4.7

Source: Statistics Canada, Census (2006).

Largest private employers

Company	Sector	Employees
Cascade Aerospace	Aerospace	500+
EV Logistics	Food Warehousing	500+
Prospera Credit Union	Finance	500+
Vedder Transport	Transportation	450+
Walmart	Retail	450+
Conair Group	Aerospace	350+
Dynamic Windows and Doors	Manufacturing	300+

Source: City of Abbotsford (November 2008)

Sudbury, Ontario — Canada's 24th largest labour market

Sudbury is the largest city in northern Ontario. It serves as a regional capital and functions as the service and retail hub for all of northeastern Ontario, a market estimated at 550,000 people.

The business service sector has shown consistent growth. Sudbury is now home to more than 10 call centres, which contribute \$160 million annually to the economy and provide over 3,000 jobs. Sudbury is a nickel mining community. Though decades of mining have taken their toll on the environment, the city has had success with the "regreening" of local land and lakes, earning the city international recognition.

Because the Sudbury economy is so dependent on the mining sector, population and employment tend to fluctuate accordingly. The recent economic downturn has led to negative year-over-year job growth (-5.5 per cent) as of September 2009 and has resulted in an unemployment rate amongst Canada's worst (10.5).

 **CanaData**



Quick facts

Population

City: 157,857 (2006)
Metro: 164,800 (2009)

Nicknames

"The Big Nickel"
"The Nickel City"
"The Suds"

Demonym

Sudburian

Key industries

Mining
Education
Business services
Public administration
Health care
Retail

Largest employers

See table

Company presence

ale-INCO
Xstrata plc
FNX Mining Company Inc. S. C.
Canada Revenue Agency

Major post secondary institutions

College Boreal
Cambrian College
Northern Ontario School of Medicine
Laurentian University

Employment by sector

Sector	Employed	% of Total
Other services	17,615	22.0%
Business services	12,245	15.3%
Retail trade	10,285	12.9%
Health care and social services	9,940	12.4%
Educational services	7,050	8.8%
Agriculture & resource industries	6,530	8.2%
Construction	5,160	6.5%
Manufacturing	4,775	6.0%
Finance and real estate	3,330	4.2%
Wholesale trade	3,025	3.8%

Source: StatsCan Census (2006).

Largest public employers

Company	Sector	Employees
Sudbury Regional Hospital	Health care	3,200
City of Greater Sudbury	Municipal gov't	1,833
Sudbury Tax Services Office	Federal gov't	2,000
Rainbow District School Board	Education	1,428
Conseil scolaire de district catholique du Nouvel-	Education	963
Laurentian University	Education	677
Sudbury Catholic District School Board	Education	617
Extendicare	Health care	475
Cambrian College	Education	450
College Boreal	Education	395

Source: Invest in Ontario (2008).

Largest private employers

Company	Sector	Employees
ale INCO	Mining	5,300
Xstrata plc	Mining	2,000
FNX Mining Company Inc.	Mining	875
Teletch Holdings	Telecom	850
Your Independent Grocer	Retail	750
Sears Canada Inc.	Retail	400
William Day Construction	Construction	300
Loeb Canada	Retail	300
Canadian Tire	Retail	300
Bayshore Home Health	Health services	250

Source: Invest in Ontario (2008).

Kingston, Ontario — Canada's 25th largest labour market

Kingston is located in eastern Ontario at the head of the St. Lawrence Seaway. The city is relatively close to three of Canada's largest population and economic centres: Montréal, Toronto, and Ottawa. This proximity makes the historically rich and scenic city a popular weekend destination. The Thousand Islands region just east of Kingston also contributes to a healthy tourism and service industry.

Kingston is home to an educated workforce, over 50 per cent of which has a post-secondary education. With two universities and one college, Kingston is a part-time home to a large student population. Kingston General Hospital is the region's primary trauma centre and also provides Health care to a large portion of Ontario's remote northern communities. The strength of the public sector contributes to a consistent demand for institutional construction and helps overcome the area's shrinking manufacturing sector.

Quick facts

Population

City: 117,207 (2006)
Metro: 158,800 (2009)

Nicknames

"King's Town"
"Limestone City"
"K-Town"

Demonym

Kingstonian

Key industries

Government
Education
Health care

Largest employers

See table

Company presence

Empire Life Insurance Co.(HQ)
Dupont Canada Inc. (R&D)
Correctional Services Canada
Novelis Inc. (aluminum)

Major post-secondary institutions

Queen's University
Royal Military College
St. Lawrence College

 **CanaData**



Kingston, Ontario

Largest public employers

Company	Sector	Employees
Canadian Forces Base Kingston	Military	5,277
Queen's University	Education	3,800
Kingston General Hospital	Health care	3,452
Limestone District School Board	Education	2,360
Correctional Services Canada	Corrections	2,343
Providence Continuing Care	Health care	1,800
City of Kingston	Municipal gov't	1,500
Hotel Dieu Hospital	Health care	950
St. Lawrence College	Education	829
Royal Military College	Education	579
Ont. Ministry of Transportation	Government	450

Source: Invest in Ontario (2008).

Employment by sector

Sector	Employed	% of Total
Health care	8,860	14.5
Retail trade	7,325	12
Construction	3,060	5.0
Professional and scientific	2,875	4.7
Manufacturing	2,845	4.6
Finance and insurance	1,760	2.9
Real Estate	1,235	2.0
Wholesale trade	1,210	2.0
Agricultural	335	0.5

Source: Statistics Canada (2006).

Largest private employers

Company	Sector	Employees
Starktek	Call centre	1,400
Invista	Nylon manufacturer	1,153
Empire Financial Group	Insurance	471
Assurant Solutions	Contact centre	400
Novelis	Aluminium	350
Dupont Canada Inc.	R&D	160
Bell Canada	Telecommunication	100
Lyreco Distribution Centre	Transportation	80

Source: Invest in Ontario (2008).

Saguenay, Québec— Canada's 26th largest labour market

Saguenay's economy is mainly based on the primary refinement of natural resources, including paper (under Abitibi-Consolidated) and aluminum (under Alcan). The city is also home to several hydroelectric power plants, notably the 800-megawatt plant at Shipshaw.

Nearly half of Québec's aluminum production – and close to five per cent of global supply -- comes from the Saguenay-Lac-Saint-Jean region. Ninety per cent of the region is forest. Annual timber harvesting yields nine million cubic metres, accounting for 20 per cent of the province's entire forest biomass.

Recent years have been hard on Saguenay's economy. The area has an unemployment rate of nine per cent. On a positive note, year-over-year job growth is positive, at 0.6 per cent for 2009.

In 2002, NRC constructed its state-of-the-art research facility – the NRC Aluminum Technology Centre – to serve as a hub for the region's researchers.



Saguenay, Québec

Quick facts

Population

City 143,692 (2006)
Metro 153,300 (2009)

Nicknames

"le royaume" (the kingdom)

Key industries

Manufacturing
Health care
Education
Forestry
Metal products
Agriculture
Tourism

Company presence

Abitibi-Consolidated
Rio Tinto Alcan
Canadian National Research Council

Major post secondary institutions

Université du Québec à Chicoutimi
Université de Sherbrooke (Saguenay campus)
École nationale d'administration publique (Saguenay campus)
Cégeps - Jonquière
Cégeps - Chicoutimi

Largest public employers

Data not available

Employment by sector

Sector	Employed	% of Total
Other services	15,695	21.3%
Retail trade	10,170	13.8%
Manufacturing	10,075	13.7%
Health care and social services	9,690	13.2%
Business services	9,640	13.1%
Educational services	6,065	8.2%
Construction	4,310	5.9%
Agriculture & resource industries	3,100	4.2%
Finance and real estate	2,480	3.4%
Wholesale trade	2,440	3.3%

Source: StatsCan Census (2006).

Largest private employers

Data not available

Trois-Rivières, Québec — Canada's 27th largest labour market

Trois-Rivières is the economic and cultural hub of Québec's Mauricie region. It lies at the halfway point between Montréal and Québec City, on the north shore of the St. Lawrence River.

Trois-Rivières is Canada's oldest industrial city, with its first foundry having been established in 1738. The city was known as the pulp and paper capital of the world from the late 1920s until the early 1960s. The pulp and paper industry is still an important economic driver, however the city is attempting an industrial revitalization. This is being accomplished by the establishment of technology parks and promotion of its university.

Economic development is also focused on leveraging of its central location relative to Montréal and Québec City and transportation infrastructure, which includes an airport and shipping port. Marmen Inc., which manufactures wind turbine towers, is representative of the nature and direction of the new economy.

The city also has a strong lumber and construction material manufacturing base. Other prominent industries include metal transformation, electronics, thermoplastics, as well as the production of food crops and cabinetmaking.



Trois-Rivières, Québec

Quick facts

Population

City: 129,100 (2006)
Metro: 144,600 (2008)

Nicknames

"Ville de Trois-Rivières"

Demonym

"Trifluviens"

Key industries

Pulp and paper
Advanced manufacturing
Metal transformation
Construction
Food processing
Health care

Largest employers

See table

Company presence

Marmen Inc. (Wind Turbines)
Cascades Inc.
Kruger Inc.
GLV Inc.
Smurfit Stone and Container Corp.
Stone Consolidated Bathurst

Major post secondary institutions

Université du Québec à Trois-Rivières

Employment by sector

Sector	Employed	% of Total
Other services	13,420	19.4%
Manufacturing	11,060	16.0%
Retail trade	9,290	13.4%
Health care and social services	9,080	13.1%
Business services	8,955	13.0%
Educational services	5,870	8.5%
Construction	3,690	5.3%
Finance and real estate	2,890	4.2%
Agriculture & resource industries	2,755	4.0%
Wholesale trade	2,125	3.1%

Source: StatsCan Census (2006).

Largest public employers

Company	Sector	Employees
Commission scolaire du Chemin du Roy	Education	3,000
Université du Québec à Trois-Rivières	Education	2,500-3,000
Centre hospitalier régional de Trois-Rivières	Health care	2,500
City of Trois-Rivières	Municipal gov't	1,100

Source: CanaData estimates based on Societe Developpement Economique Trois Rivieres (2009).

Largest private employers

Company	Sector	Employees
Kruger inc. / Kruger Wayagamack inc.	Pulp and Paper	1,750
Marmen inc.	Manufacturing	650
Distribution Toiture Mauricienne inc.	Manufacturing	600
Aleris aluminium Canada S.E.C.	Manufacturing	550
Ganotec	Manufacturing	523
Arno Électrique Limitée	Manufacturing	350
Durham Contact Centre	Customer Care	350

Source: CanaData estimates based on Societe Developpement Economique Trois Rivieres (2009).

Brantford, Ontario — Canada's 28th largest labour market

Brantford is located on the Grand River in southern Ontario. The area was an important industrial centre for the first half of the 20th century and was once the number three city in Canada in terms of cash-value of manufactured goods exported.

By the 1980s and 1990s, the economy of Brantford was in steady decline. Bankruptcies and closures of the businesses left thousands unemployed and created one of the most economically depressed areas in the country.

The unemployment rate, however, has steadily decreased in more recent years, from almost 14% in 1993 down to 6.3% in 2006.

There are currently 21 businesses involved in food products manufacturing, 11 of which were established in the Brantford area between 1996 and 2004. In total, food manufacturing companies account for approximately 2,000 jobs in the region. In 2004 Proctor & Gamble and Ferrero SpA chose to locate in the city.



Brantford, Ontario

Quick facts

Population

City: 90,192 (2006)
Metro: 136,600 (2009)

Nicknames

"The Telephone City"

Key industries

Manufacturing
Food Production
Business Services
Health care

Largest employers

See table

Company presence

Proctor and Gamble
Wescast Industries Inc.
S. C. Johnson and Son, Ltd.
NCO RMH Financial Services
OLG Brantford Casino
Ferrero Canada Ltd.

Major post secondary institutions

Laurier Brantford, a campus of Wilfrid Laurier University
Nipissing University
Mohawk College

Largest public employers

Company	Sector	Employees
Grand Erie District School Board	Education	2,893
OLG Brantford Casino	Casino	1,045
Brant Haldimand Norfolk Catholic School Board	Education	910
City of Brantford	Municipal gov't	886
Brantford General Hospital	Health care	570
Mohawk College	Education	136

Source: Invest in Ontario (2008).

Employment by sector

Sector	Employed	% of Total
Manufacturing	14,210	21.3%
Other services	11,330	17.0%
Business services	10,915	16.4%
Retail trade	6,960	10.4%
Health care and social services	6,780	10.2%
Construction	4,060	6.1%
Educational services	4,045	6.1%
Wholesale trade	3,575	5.4%
Finance and real estate	2,465	3.7%
Agriculture & resource industries	2,310	3.5%

Source: StatsCan Census (2006).

Largest private employers

Company	Sector	Employees
NCO/RMH Financial Services	Call Centre	1,200
Ferrero Canada Ltd.	Food products	750
Lumsden Brothers	Grocery	500
S. C. Johnson and Son, Ltd	Chemical	467
Raymond Industrial Equipment	Manufacturing	410
ITML Horticultural Products	Manufacturing	350
Mitten Vinyl Inc.	Manufacturing	350
Apotex Pharmachem Inc.	Pharmaceutical	319
Maidstone Bakeries	Manufacturing	300

Source: Invest in Ontario (2008).

Guelph, Ontario — Canada's 29th largest labour market

Guelph is located in southern Ontario, Canada's largest economic region. Proximity to Canada's largest market, the U.S., helps to bolster the economy, as does easy access to Highway 401, air, rail and commercial shipping routes.

Guelph is Canada's fourth fastest-growing municipality. The area was recently included on Canada's list of metropolitan areas. Consistently ranked as one of Canada's most appealing cities to live in, Guelph was also named Canada's safest city by Statistics Canada in 2009.

Guelph's economy is largely driven by manufacturing. The auto parts manufacturing sector, led by Linamar Corp. and Polycon Industries, is particularly important. Traditionally Guelph's economy has also been associated with agriculture. The city is home to the University of Guelph's Ontario Agricultural and Veterinary Colleges. The city has identified the environmental technology, agri-food innovation life science, and advanced manufacturing sectors as target areas for commercial growth in the coming years.



Guelph, Ontario

Quick facts

Population

City: 118,000 (2009 estimate)
Metro: 134,100 (2009)

Nicknames

"The Royal City"

Demonym

Guelphite

Key industries

Manufacturing
Health care
Agriculture

Largest employers

See table

Company presence

Canada Food Inspection Agency
Ontario Ministry of Agriculture
Sleeman Breweries Ltd.

Major post-secondary institutions

University of Guelph
Ontario Agricultural College
Ontario Veterinary College
Conestoga College

Largest public employers

Company	Sector	Employees
University of Guelph	Education	3,723
Upper Grand School Board	Education	3,400
The City of Guelph	Municipal gov't	1,582
Guelph General Hospital	Health care	1,150
Wellington Catholic School Board	Education	800
Ontario Ministry of Agriculture	Government	588
St. Joseph's Hospital	Health care	450
University of Guelph Lab Services	Education	200
Canadian Food Inspection- Agency	Government	195

Source: Invest in Ontario (2007)

Employment by sector

Sector	Employed	% of Total
Manufacturing	15,985	24.0
Education services	6,820	10.3
Retail trade	6,330	9.5
Health care	5,640	8.5
Professional and scientific	4,120	6.2
Wholesale trade	2,875	4.3
Construction	2,765	4.2
Transportation	2,280	3.4
Finance and insurance	2,240	3.4

Source: StatsCan Census (2006).

Largest private employers

Company	Sector	Employees
Linamar Corp.	Automotive parts	8,087
Cargill Meat Solutions	Food production	1,500
Polycon Industries	Automotive parts	1,000
Guelph Tool Inc.	Manufacturing	900
The Co-operators	Finance	814
W.C. Wood Company Ltd.	Manufacturing	800
Blount Canada	Manufacturing	800
Schneider International	Transportation	750
Skyjack Inc.	Manufacturing	700

Source: Invest in Ontario (2007).

Moncton, New Brunswick — Canada's 30th largest labour market

Moncton is situated in southeastern New Brunswick and lies at the geographic centre of the Atlantic provinces. The community got the nickname "Hub City" because of its central location and also because it served as the hub for maritime, rail and land transportation.

More recently Moncton has become a regional retail hub. Retail sales are expected to reach \$2.14 billion in 2009, 26 per cent higher than the Canadian cities' average. Labour force growth in the financial, administrative and service sectors is outpacing the rest of the economy. There are 37 call centres in the city which employ over 8,000 people and drive the business-service sector.

The local unemployment rate is around 6.1 per cent, below the national average. With 6.5 per cent population growth between 2001 and 2006, Moncton is the fastest growing urban centre in Atlantic Canada and the 10th fastest in Canada.

Growth has resulted in a strong construction sector. Total value of building permits more than doubled over the past 10 years to \$127 million in 2008. Commercial and residential construction accounted for the bulk of that growth. A \$90-million casino complex and a \$20-million track and field stadium are two major projects in the works.

 **CanaData**



Moncton, New Brunswick

Quick facts

Population

City: 64,128 (2006)
Metro: 132,200 (2009)

Nicknames

"Hub City"

Demonym

Monctonian

Key industries

Health Sciences
Transportation
Retail
Financial and business services
Manufacturing

Company presence

Co-op Atlantic (HQ)
Assumption Life (HQ)
Major Drilling Group International (HQ)
J.D. Irving Ltd. (HQ)

Major post-secondary institutions

University of New Brunswick
Mount Allison University
Atlantic Baptist University
New Brunswick Community College - Moncton (Eng)
New Brunswick Community College - Dieppe (FR)

Largest employers

See table

Employment by sector

Sector	Employed	% of Total
Business services	15,775	22.5%
Other services	14,375	20.5%
Retail trade	8,715	12.4%
Health care and social services	8,130	11.6%
Manufacturing	4,865	6.9%
Finance and real estate	4,605	6.6%
Educational services	4,455	6.4%
Wholesale trade	3,815	5.4%
Construction	3,805	5.4%
Agriculture & resource industries	1,595	2.3%

Source: StatsCan Census (2006).

Largest public employers

Company	Sector	Employees
South East Regional Health Authority	Health care	3,000+
School District 2	Education	2,400
Medavie Blue Cross	Government	1,450
City of Moncton	Municipal gov't	600
Atlantic Lottery Corp.	Government	600

Source: CanaData estimates based on various sources (2009).

Largest private employers

Company	Sector	Employees
Co-op Atlantic	Retail	5,000
Major Drilling Group International	Drilling	4,526
Pizza Delight Corp.	Restaurant	3,500+
Armour Transportation Systems	Transportation	1500
Lounsbury	Retail	400+
Assumption Life	Finance/insurance	200

Source: CanaData estimates based on various sources (2009).

Saint John, New Brunswick— Canada's 31st largest labour market

Saint John is the largest city in New Brunswick and the oldest incorporated city in Canada. Canada's 31st largest municipality, Saint John is situated along the north shore of the Bay of Fundy at the mouth of the Saint John River.

The city's location on the eastern seaboard provides for quick and efficient shipping to the US and throughout the world. Multi-modal infrastructure, including air, trucking and rail facilities and an ice-free deepwater port and supertanker terminal provide transportation support to the business community.

Energy promises to continue to be an important growth sector, with over \$3 billion in new energy projects underway. Fifty per cent of New Brunswick's electrical generation capacity is located in the Saint John region. The region is also home to the province's only power plant and Canada's largest oil refinery.

Saint John has become an important information and communication technology centre. This sector is led by major multinationals such as IBM. The region is also home to a growing number of call centres.

Wealthy industrialist K.C. Irving and his family built an industrial conglomerate during the 20th century, with interests in oil, forestry, shipbuilding, media and transportation. Irving companies remain dominant employers within the region.

 **CanaData**



Saint John, New Brunswick

Quick facts

Population

City: 68,043 (2006)
Metro: 125,800 (2009)

Nicknames

"Port City"

Key industries

Energy
Business services
Health care
Transportation

Largest employers

See table

Company presence

J.D. Irving Companies (HQ)
N.B. Power
Aliant Telecommunications
Moosehead Brewery
Port of Saint John
OSCO Construction Group
ExxonMobil

Major post-secondary institutions

University of New Brunswick
New Brunswick Community College

Largest public employers

Company	Sector	Employees
Atlantic Health Sciences Corp.	Health care	1,000+
NB Power	Utilities	750-1,250
City of St. John	Municipal gov't	1,000+
Workplace Health and Safety	Government	250-500
St. John Police Force	Government	250
NB Community College - St. John	Education	200-500
University of New Brunswick	Education	200-500
Loch Lomond Villa Inc.	Health care	200-500
Can.Games Aquatic Centre	Recreation	200-500
Rocmaura Inc.	Health care	200-500
Dept. of Health and Community Services	Health care	200-400

Source: Enterprise Saint John (2009)

Employment by sector

Sector	Employed	% of Total
Business services	14,020	22.2%
Other services	11,355	18.0%
Health care and social services	8,020	12.7%
Retail trade	7,865	12.5%
Manufacturing	5,390	8.5%
Construction	4,405	7.0%
Educational services	3,730	5.9%
Wholesale trade	3,280	5.2%
Finance and real estate	2,730	4.3%
Agriculture & resource industries	2,280	3.6%

Source: StatsCan Census (2006).

Largest private employers

Company	Sector	Employees
Aliant	Telecom	2,000-2,500
Irving Oil Ltd.	Resources	1,500-2,000
Xerox Canada Ltd.	Business services	500-1,000
Sitel	Business services	500-1,000
Cendant	Business services	500-1,000
RMH Teleservices	Telecom	500-1,000
OSCO Construction Group	Construction	500-1,000
Air Canada	Transportation	300-600
Brookville Carriers	Transportation	250-500
J.D. Irving Ltd.	Conglomerate	200-500
Irving Pulp and Paper	Manufacturing	200-500
Irving Paper	Manufacturing	200-500
Moosehead Breweries	Food/beverage	200-500
Wal Mart	Retail	200-500

Source: Enterprise Saint John (2009)

Thunder Bay, Ontario — Canada's 32nd largest labour market

Thunder Bay is Ontario's 14th largest city and the 31st largest metropolitan area in Canada. Located near the northernmost point of the Great Lakes, Thunder Bay has traditionally served as a key transportation hub linking Canada's East and West as well as the American upper Midwest. The city is home to a significant airport, and sits on the Trans-Canada Highway and is serviced by major rail links.

While Thunder Bay's development was shaped by its suitability as a transportation hub, mostly for grain transport, the economy has shifted toward being the primary regional services centre for northwestern Ontario. Several factors, including the loss of grain transportation subsidies, the shift toward transport by truck, and weakening demand from European markets have contributed to the declining transportation industry. Accordingly, many of the city's largest employers are in the public sector. Forestry and manufacturing are also important sectors.



Thunder Bay, Ontario

Quick facts

Population

City: 109,140 (2006)
Metro: 122,907 (2006)

Nicknames

"T-Bay"
"Lakehead"
"The Bay"

Demonym

Thunder Bayer

Key industries

Forestry
Transportation
Manufacturing
Business services
Health care

Largest employers

See table

Company presence

Bombardier Inc. (manufacturing)
Abitibowater Inc. (paper mill)

Major post-secondary institutions

Lakehead University
Confederation College

Largest public employers

Company	Sector	Employees
City of Thunder Bay	Municipal gov't	3,378
Thunder Bay Catholic School Board	Education	3,120
Regional Health Sciences Centre	Health care	2,500
Lakehead District School Board	Education	2,100
Ontario Government	Provincial gov't	1,849
St. Joseph's Care Group	Health care	1,700
Lakehead University	Education	1,000
Confederation College	Education	690
Government of Canada	Federal gov't	653

Source: Invest in Ontario (2008).

Employment by sector

Sector	Employed	% of Total
Other Services	14,040	22.3
Business Services	10,610	26.8
Health care and social service	9,400	14.9
Retail	7,840	12.5
Educational Services	5,345	8.5
Manufacturing	4,995	7.9
Construction	3,490	5.5
Agriculture	2,825	4.5
Finance and real estate	2,535	4.0
Wholesale trade	1,840	2.9

Source: Thunder Bay CEDC (2009).

Largest private employers

Company	Sector	Employees
Abitibi Bowater	Pulp and paper	1,300
Bombardier	Manufacturing	685
Canada Safeway	Grocery	607
A&P Foods	Grocery	597
Zellers	Retail	390
Wal-Mart Canada	Retail	385
McDonalds	Restaurant	457
MCCI	Call Centre	350
Wasaya Airways LP	Transportation	344
StarTek	Call Centre	300

Source: Invest in Ontario (2008).

Peterborough, Ontario — Canada's 33rd largest labour market

Peterborough is situated in southeastern Ontario, on the northeastern edge of the Greater Golden Horseshoe in the heart of the Kawartha Lakes region. The surrounding area is popular with cottagers in summer, resulting in a seasonal population increase of approximately 30,000.

The city also serves as a bedroom community for the eastern Toronto metropolitan area, which is located about 100 km to the west. According to the Greater Peterborough Economic Development Agency, between 1,000 and 1,200 Peterbourians commute to the GM assembly plant and Ontario Power Generation Facilities in neighbouring Durham Region on a daily basis.

Manufacturing, although no longer the dominant local industry, is still one of the city's key sectors, along with food processing, automotive supplies, electronics, aerospace and life sciences/biotechnology. Peterborough also serves as the major business, service and shopping centre for the surrounding region.

Peterborough was rated the number one location for business in Ontario by *Canadian Business* magazine.




Peterborough, Ontario

Quick facts

Population

City: 74,898 (2006)
Metro: 120,800 (2009)

Nicknames

"Peterpatch"

Demonym

Peterbourian

Key industries

Manufacturing
Education
Government
Health care

Largest employers

See table

Company presence

Siemens Canada
The General Electric Company
Quaker Oats (Division of PepsiCo.)
Aon Inc.
Ministry of Natural Resources

Major post-secondary institutions

Trent University
Sir Sanford Fleming College

Largest public employers

Company	Sector	Employees
Peterborough Regional Health Centre	Health care	2100-2200
Public School Board	Educational	1300-1400
City of Peterborough	Municipal gov't	1150-1250
Trent University	Educational	975-1075
Ministry of Natural Resources	Government	850-950
Separate School Board	Educational	750-850
Sir Sandford Fleming College	Educational	450-550
Fairhaven	Health care	250-350

Source: Greater Peterborough Area Economic Development Corp. (2009).

Employment by sector

Sector	Employed	% of Total
Other services	12,420	20.7%
Business services	9,550	15.9%
Health care and social services	7,705	12.9%
Retail trade	7,475	12.5%
Manufacturing	6,570	11.0%
Educational services	5,130	8.6%
Construction	4,070	6.8%
Finance and real estate	2,690	4.5%
Agriculture & resource industries	2,180	3.6%
Wholesale trade	2,110	3.5%

Source: StatsCan Census (2006).

Largest private employers

Company	Sector	Employees
General Electric	Manufacturing	1100-1200
PepsiCo Foods (Quaker)	Food Production	650-750
Sysco Food Services	Food Distribution	525-625
Aon Inc.	Real Estate	500-600
AmeriCredit Financial Corp.	Business Services	400-500
SGS Lakefield Research	Mining	325-425
Minacs Worldwide	Business Services	350-450
Sobeys	Retail trade	350-450
Ventra Plastics	Automotive Parts	300-400
Siemens Milltronics	Manufacturing	300-400
Wal-Mart	Retail trade	300-400
Loblaws	Retail trade	300-400
Swish Maintenance/Charlotte Products	Chemical Products	275-325

Source: Greater Peterborough Area Economic Development Corp. (2009).