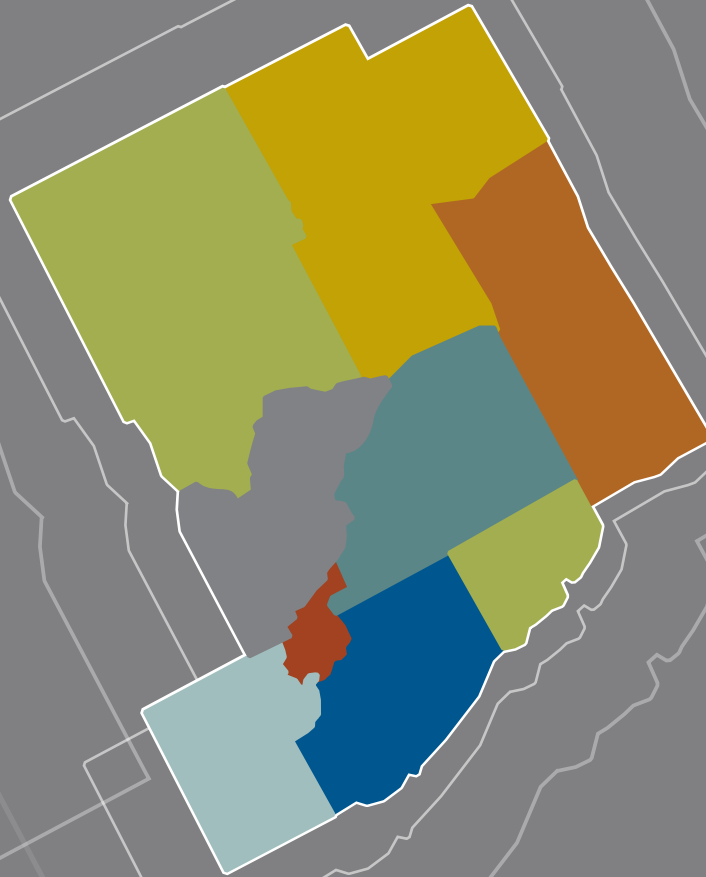


Peterborough & the Kawarthas

# 2023

## BUSINESS COUNT REPORT



*Peterborough*  
— & —  
THE KAWARTHAS

ECONOMIC DEVELOPMENT

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# Introduction and Acknowledgements

Throughout the summer of 2023, the team at Peterborough & the Kawarthas Economic Development (PKED) conducted the region's fourth annual Business Count survey.

A team of four students started the process by first emailing past participants of the Business Count Survey. The team spent at least a week in each municipality or township conducting the surveys. The surveys were completed by staff through in-person business visits, telephone interviews and follow-up emails. Businesses could also complete the Business Count survey themselves at [ptbobusinesscount.ca](http://ptbobusinesscount.ca)

The total number of businesses that completed the survey in 2023 was 1284.

The purpose of the project is to record a comprehensive inventory of businesses in the City of Peterborough and Peterborough County and to identify their associated industry and employment figures. According to Official Plan documents, the County and the City are expecting significant growth over the next planning horizon with job projections estimated to reach 89,000 jobs by 2051. 63,000 jobs are allocated to the City of Peterborough and 26,000 jobs allocated to Peterborough County. The region welcomes growth under the Places to Grow Act, and the team at PKED knows how important it is to track and maintain data related to businesses and employment to manage that growth in a sustainable way. The Business Count Project assists in the collection of this vital data.

The Peterborough & the Kawarthas region strives to be a destination of choice for business. The annual business count survey helps to identify opportunities for growth, but also identifies challenges being faced by local businesses.

The team at PKED would like to thank every business that took the time to complete the survey and encourage the participation of many more business owners for the years to come.

PKED would also like to thank our municipal economic development partners throughout the region who assisted us with the project and requests for assistance from local businesses. A sincere thank you to the G.I.S. departments at the City of Peterborough and Peterborough County who provided valuable information to ensure the project's success.

Special thanks are extended to the 2023 survey team, without whom this project would not have been successful. Their tireless efforts throughout the summer saw a record number of businesses complete the survey: Thank you to Sam Begin, Jack Carlow, Jack Stephenson, and Laura Thompson.



# Summary of Findings

The 2023 Business Count Survey presents a snapshot of the opportunities and challenges faced by businesses within the Peterborough and the Kawarthas region. The survey provides valuable data to help inform programming and policy decisions, as well as a chance to listen to business owners. It is a moment to celebrate the resilience and entrepreneurship of the region's small and medium-sized businesses.

In summer 2023, businesses were still dealing with many of the consequences of the COVID-19 pandemic, but the region is stepping into a post-COVID, "next normal". The following recurring themes have been identified.

- Talent Gaps:** Finding, hiring and retaining staff, especially skilled labour remains a struggle for many local businesses. The sectors experiencing the most significant hiring challenges were Manufacturing, Construction, Retail, Healthcare, Accommodation and Food Service.
- Inflation:** Supply chains have mostly stabilized, but rapid, rising costs of materials and labour have stressed working capital and profitability.
- Space to Grow:** Many local businesses are looking to expand their facilities but have limited, local options. There is a supply shortage of commercial and industrial buildings and limited employment lands under development in the City of Peterborough and Peterborough County.
- Optimism:** 59 businesses reported concrete plans to expand in the next 12 months.
- Diverse:** The region's economic base is built upon multiple sectors and industries, providing both stability and resilience.
- Local Workforce:** 87% of businesses surveyed stated that most of their employees lived in the City of Peterborough or Peterborough County. This statistic can be viewed positively, showing local employment opportunities. However, this number also spotlights potential vulnerability. For example, if a mid-sized manufacturer is forced to relocate to expand, the impact on the local economy and employees would be significant (layoff, commuting or moving).

Similar to previous years, responding to these challenges will be a priority for PKED throughout 2024 and will help inform the next PKED Strategic Plan. The Business Count is an invaluable tool to connect with business owners. 258 out of the 1284 businesses that completed the survey requested assistance and to speak with an Economic Development Officer at either the Township or PKED. Looking forward to 2024, PKED is looking at adding additional topics to the survey, such as commuting data (into to the region).

The Business Count Survey Team did not attempt to reach out to businesses in the agriculture, forestry, fishing & hunting sector during the 2023 survey. Those businesses are not included in the Business Count Report. This decision was made based on the understanding that the summer is usually the busiest time of year for those sectors. Conducting the survey during this time would not be the most efficient or effective way to collect the information and data. In the future, PKED will determine an alternative timeline to collect the Business Count data from the agriculture, forestry, fishing & hunting sectors.

# Glossary

## Legal Status:

The legally recognized framework for conducting commercial activities including sole-proprietor, partnership, corporation, cooperative/non-profit and government.

## N.A.I.C.S. Codes:

The North American Industry Classification System (NAICS) is an industry classification system developed by the statistical agencies of Canada, Mexico and the United States.

## Ownership Form:

The legally recognized framework for conducting commercial activities including sole-proprietor, partnership, corporation, cooperative/non-profit and government.

## Home-based business:

A business where the main operations are conducted out of a person's home. Commercial square footage is not calculated or reported on in the Business Count Survey.

## Census Metropolitan Area (CMA):

is formed by one or more adjacent municipalities centred on a population centre (known as the core). A CMA must have a population of at least 100,000 of which 50,000 or more must live in the core.




















## Peterborough CMA:

includes the City of Peterborough and the Townships of Selwyn, Cavan Monaghan, Otonabee-South Monaghan, Douro-Dummer, as well as Curve Lake First Nation and Hiawatha First Nation.

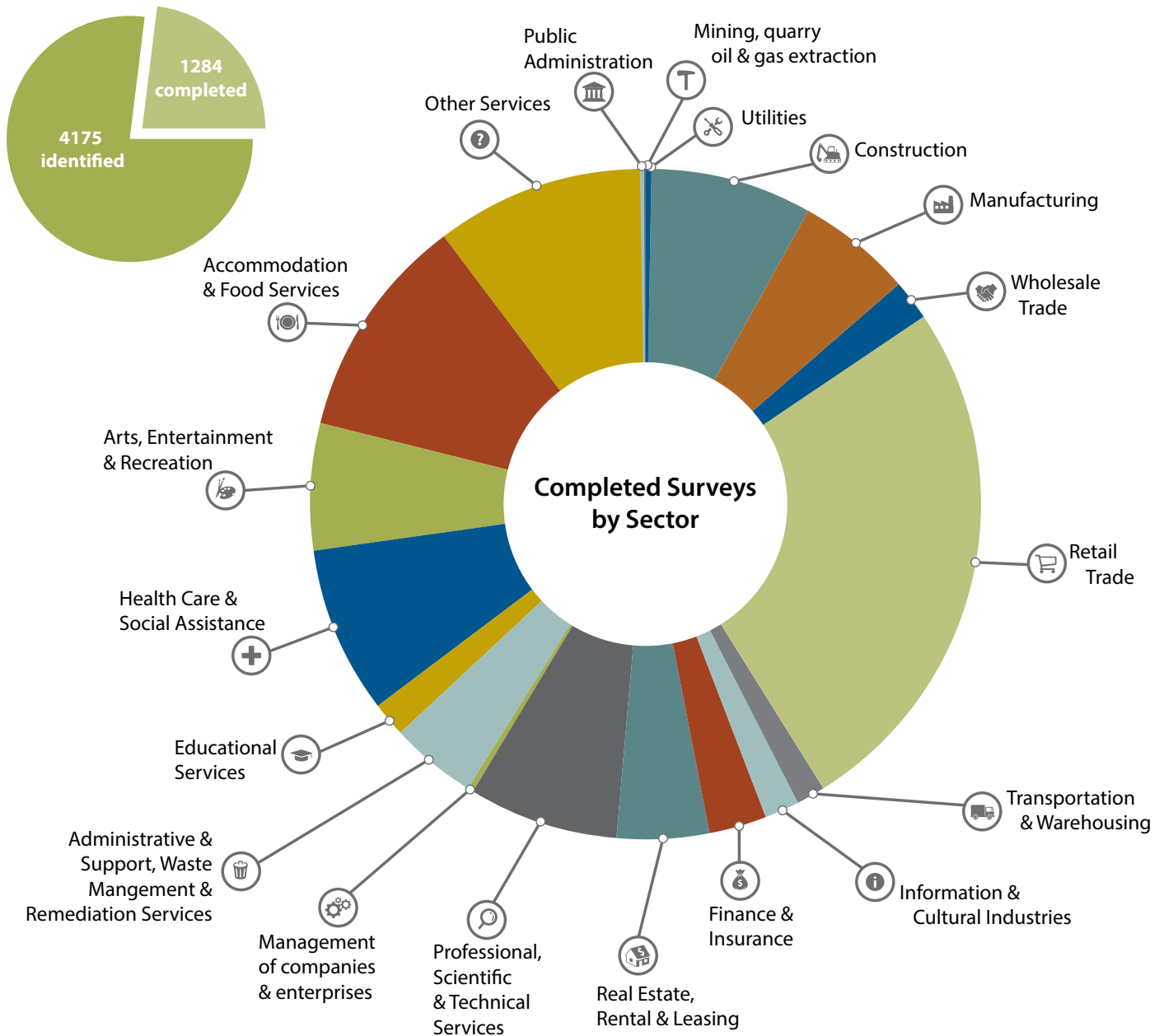
## Did You Know?

In response to findings from the 2021-2022 Business Count Surveys, the Pathways to Prosperity Program (P2P) was developed to match job seekers with local in-demand jobs, the P2P program focused on those who are unemployed or underemployed, either because of employment-limiting barriers or pandemic-related job loss or uncertainty. The program offered job seekers four weeks of free Fleming College-provided skills training for various certifications, followed by a paid five-week local job placement targeting food service line cooks and general labourers in construction, manufacturing and agriculture, in addition to supporting local employers to train and retain existing talent. In total, 52 businesses were engaged in the program, and 308 job seekers/existing employees received training.

# N.A.I.C.S. Codes and Icons

N.A.I.C.S.Code	Icon	Sector
21 .....		Mining, quarrying, and oil and gas extraction
22 .....		Utilities
23 .....		Construction
31-33 .....		Manufacturing
41 .....		Wholesale trade
44-45 .....		Retail trade
48-49 .....		Transportation and warehousing
51 .....		Information and cultural industries
52 .....		Finance and insurance
53 .....		Real estate and rental and leasing
54 .....		Professional, scientific, and technical services
55 .....		Management of companies and enterprises
56 .....		Administrative and support, waste management and remediation services
61 .....		Educational services
62 .....		Health care and social assistance
71 .....		Arts, entertainment, and recreation
72 .....		Accommodation and food services
81 .....		Other services (except public administration)
91 .....		Public administration

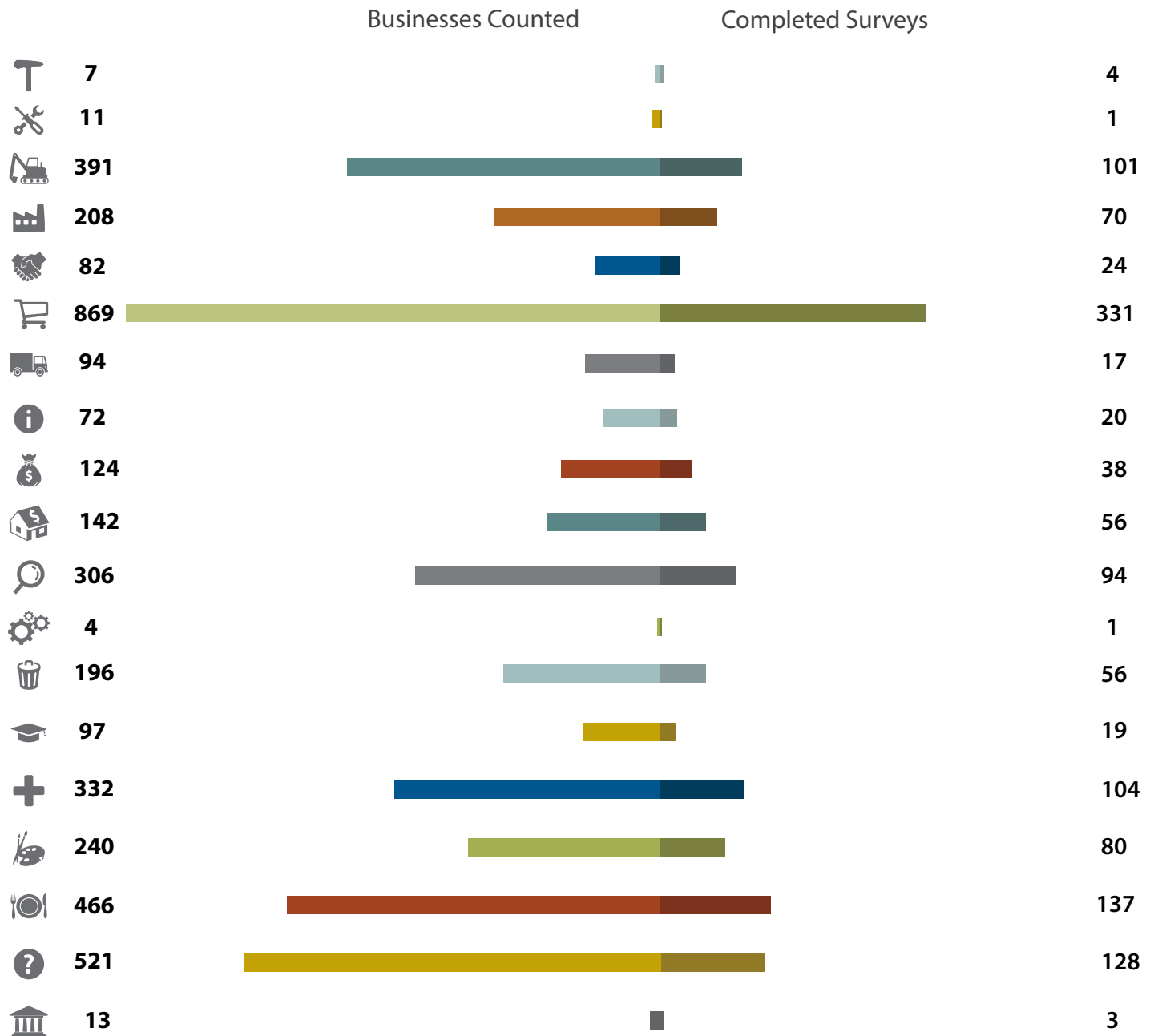
# Peterborough & the Kawarthas Regional Results



For the businesses identified within the City and County of Peterborough a total of **4175 businesses were counted**. The top three sectors were: retail, accommodation & food services, and other services (not including public administration).

Of the total businesses counted, **1284 businesses were successfully surveyed**, an increase of 29% from last year. More than 9,000 full-time and more than 4,000 part-time jobs were counted.

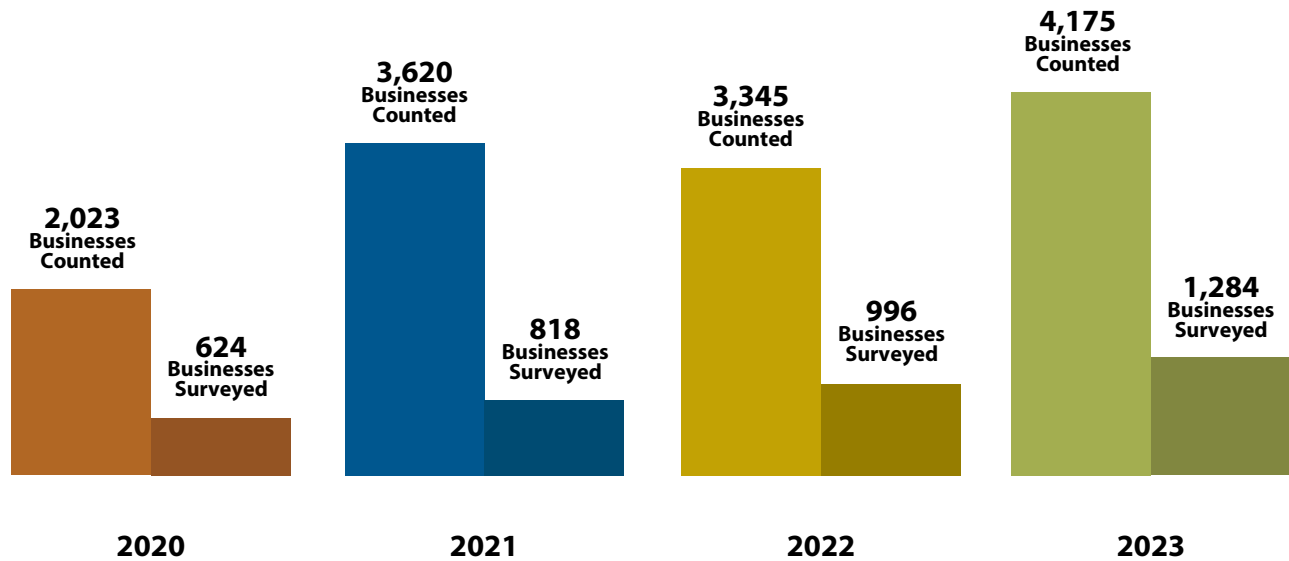
# Peterborough & the Kawarthas Regional Results



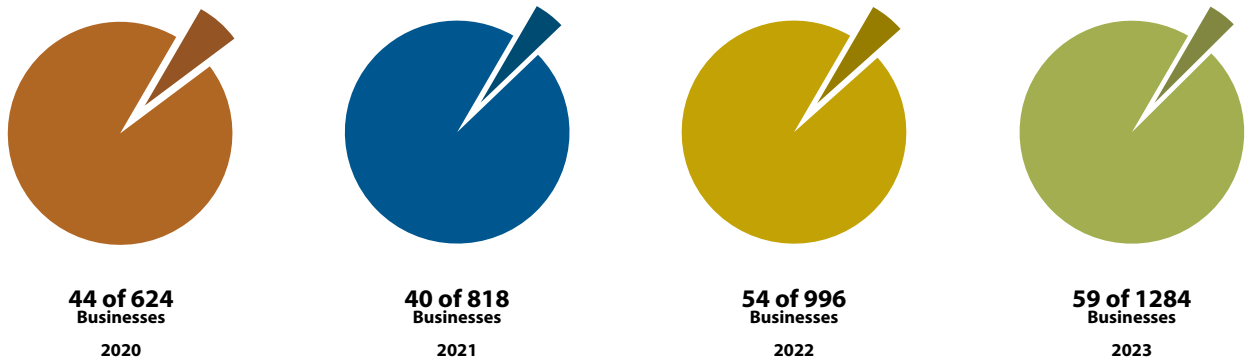
Note: these statistics are derived only from the 1284 businesses that completed the survey. It does not consider statistics from businesses that did not complete the survey.



# Year-over-Year Comparisons



## Expansions Reported



87% of businesses surveyed stated that most of their employees lived in the City and County of Peterborough.

Can you indicate what percent of your workforce lives in the City or County of Peterborough?

**1120\***  
owners stated all or majority (60% or more) of their employees live in the City or County of Peterborough.

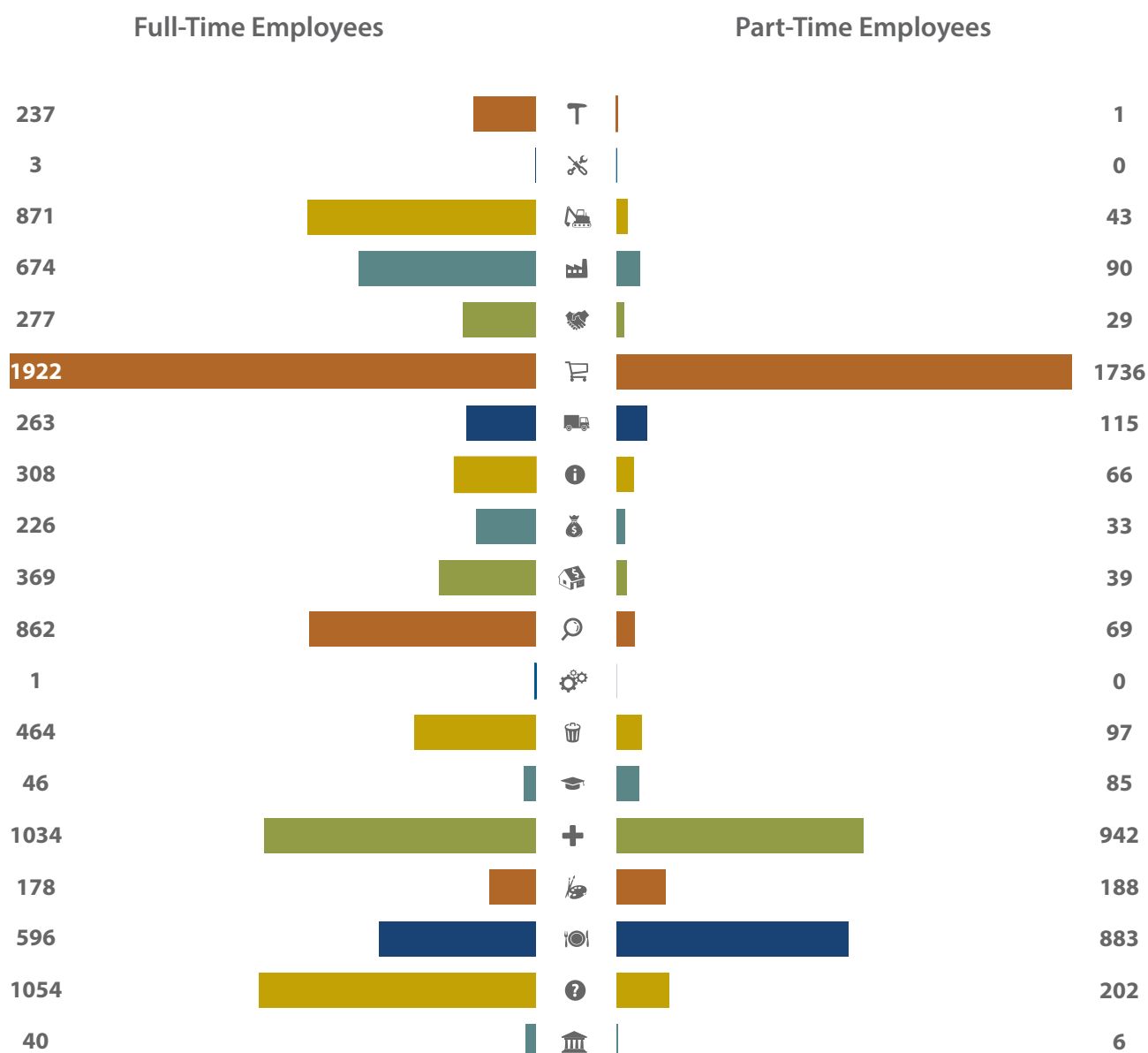
**64**  
business owners did not answer or did not know how many of their employees lived in the City and County of Peterborough

\* Out of the 1,284 business owners who answered this question.

# Employment Overview

Latest data from Statistics Canada on the Peterborough CMA reveals a labour force of 61,995 people, with the health care and social assistance industry employing the largest number of people with 9,525 employees. Wholesale and Retail Trade is the second largest industry with 8,340 employees, followed by education services with 5,035 employees.

The Business Count gathers employment data from all businesses that complete the survey, with data showing 14,076 full-time and part-time employees. Having successfully surveyed one third (1284) of all the businesses identified (4175), the employment data collected (14,076) is consistent as a sampling size with the census data for employment counts (68,200) through Statistics Canada.

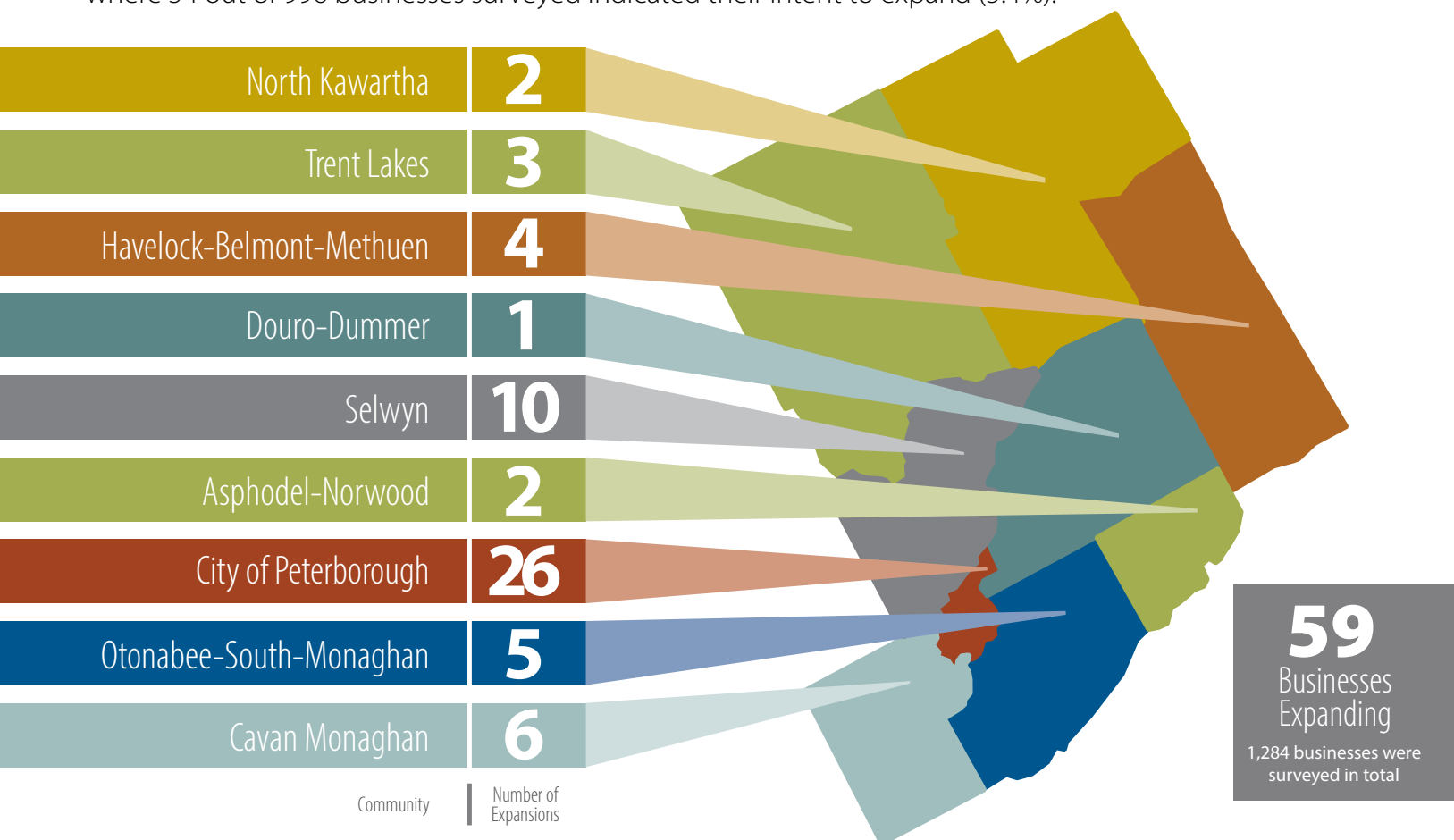


Note: This data does not include seasonal employees or volunteers.

\* Refer to the NAICS code legend on page 6 for descriptions of industry icons.

# Expansion Overview

When the businesses surveyed were asked if they planned to expand their operations in the next 12 months, 59 businesses out of 1,284 indicated they were (4.6%). This percentage is a decrease from last year, where 54 out of 996 businesses surveyed indicated their intent to expand (5.4%).



# Assistance Overview

Businesses were asked if they would like to be put in touch with an Economic Development Officer and 258 out of the 1284 businesses requested assistance (20%). In comparison, last year's survey found that 28 out of 996 businesses surveyed requested assistance (2.8%).

The most common requests/issues mentioned were for the following areas:

**1. Workforce development and retention assistance**

**2. Marketing and networking opportunities**

**3. Rising costs of supplies/materials**

**4. Concerns with regulations restricting business development within their region**

Building on the 2022 data, and learning about the challenges identified this year, PKED responded by providing active business referrals to Community Futures Peterborough for access to financing. In addition, PKED completed two significant workforce development projects in partnership with

Trent University, Fleming College, the Workforce Development Board, Muskoka-Kawartha Employment Services, and The City of Kawartha Lakes Economic Development. These projects were undertaken to help job seekers prepare to enter or re-enter the job market and find employment in the local community.



PKED also takes great pride in highlighting local success stories from the business community, as well as hosting relevant workshops and training sessions to assist and support businesses.

Given the shortage of available land and buildings throughout the region, there has been limited activity in connecting local businesses with suitable space for expansions.



# Skills Shortage Overview

Of the 1284 surveys completed, 467 businesses noted they were facing workforce shortages. The leading skills shortage that was listed (94 in total) was trades, transport and equipment operators, general labourer, followed by a shortage in customer service and sales (86 in total) and hospitality and tourism (30 in total).

## Top 5 Industries Facing Skills Shortages



Construction



Manufacturing



Retail Trade



Health Care &  
Social Assistance

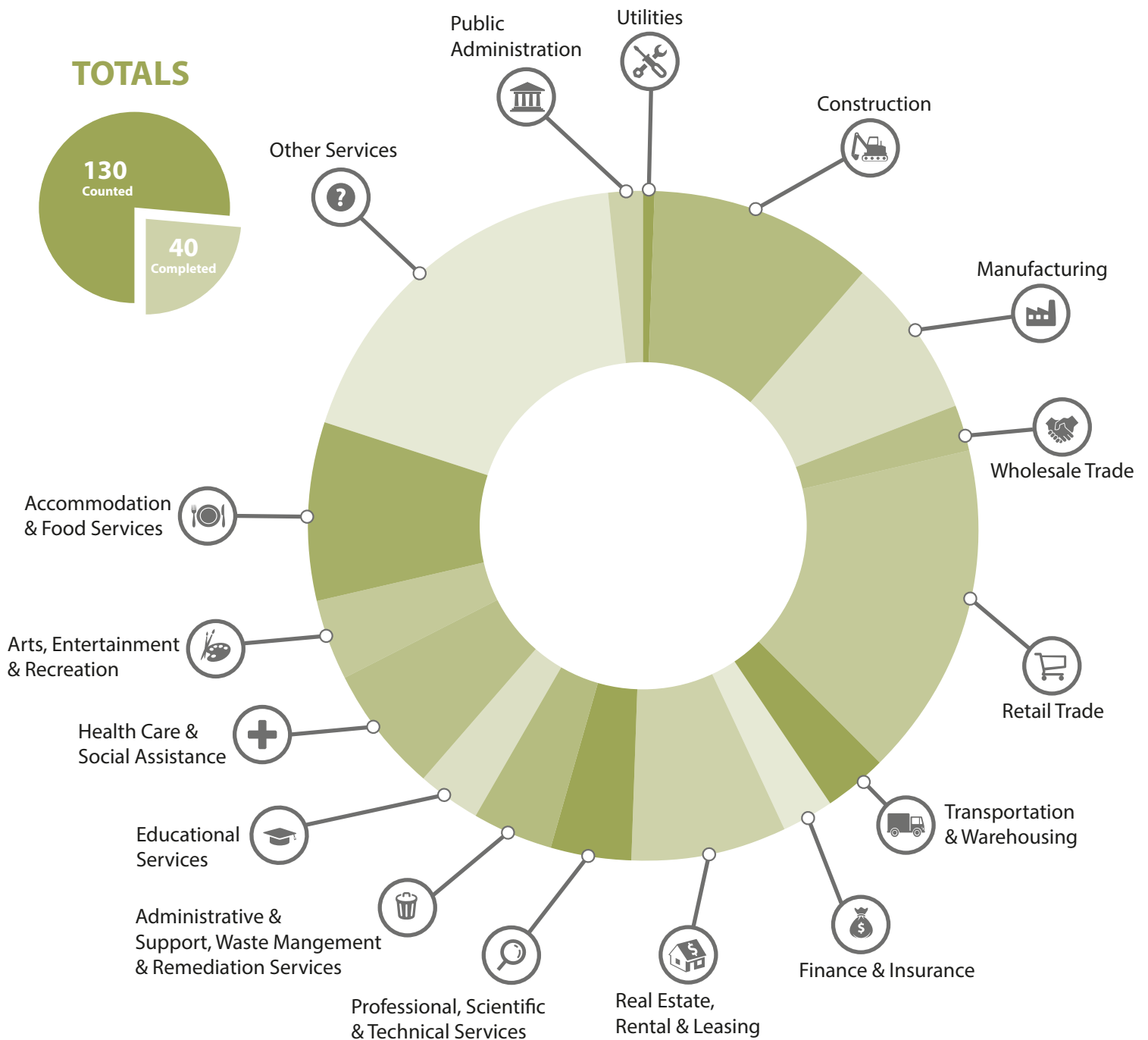


Accommodation  
& Food Service

## Top In-Demand Skills (Skills Shortages) by Sector

Industry	Top Skills Shortages Reported
Construction	Trades, transport and equipment operators, general labourer
Manufacturing	Trades, transport and equipment operators, general labourer
Retail Trade	Sales and service, transport and equipment operators, and general labourer
Health Care & Social Assistance	Health care, education, law and social, community and government service staff (e.g. nurses, PSWs, ECE, clerical)
Accommodation & Food Service	Sales, service and hospitality staff (e.g. cooks, waitstaff, cashiers, customer service, cleaner)

# Township of Asphodel-Norwood Results






There were **130 businesses** counted in Asphodel-Norwood, **40 of which completed our survey.**

Of the 40 businesses that completed the survey, **226 full-time** and **139 part-time** employees were accounted for.

In Asphodel-Norwood, **9 businesses** asked to speak with an **economic development officer (EDO) for assistance.**

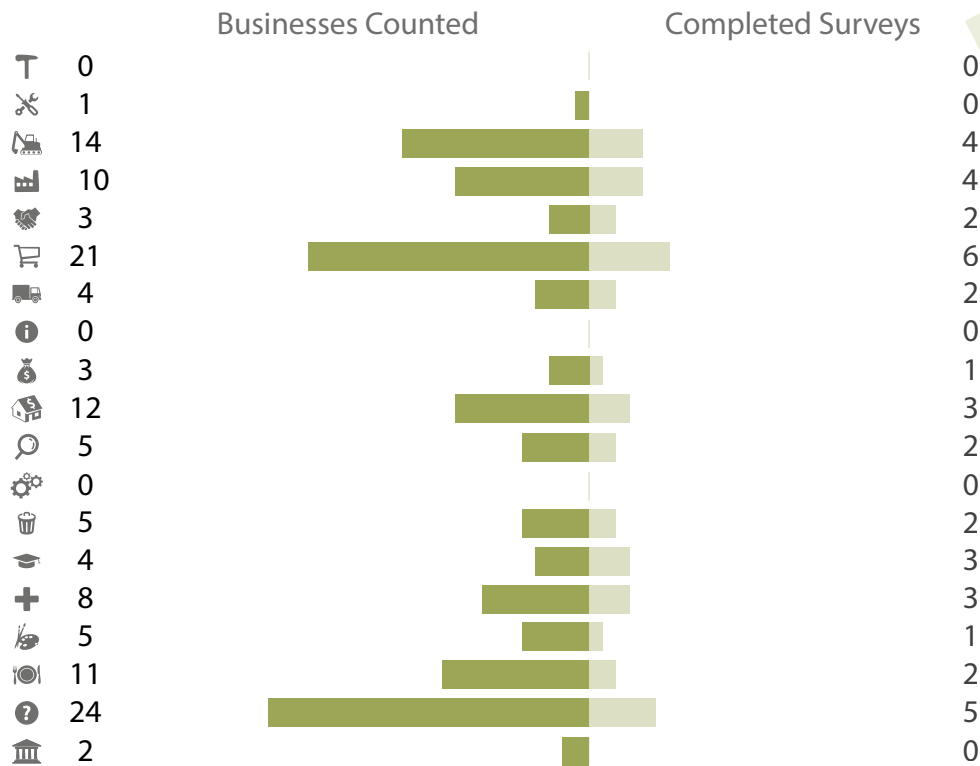
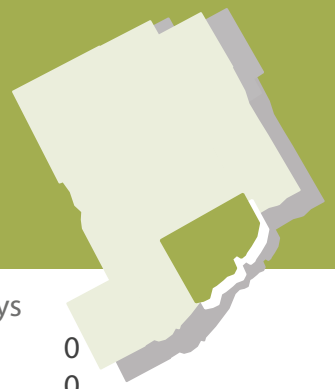
No businesses were counted/surveyed in:

-  Mining, Quarry Oil & Gas Extraction
-  Information & Cultural Industries
-  Management of Companies & Enterprises



## Looking to expand: 2 businesses

Construction (1), Health care and social assistance (1)



## EMPLOYEES

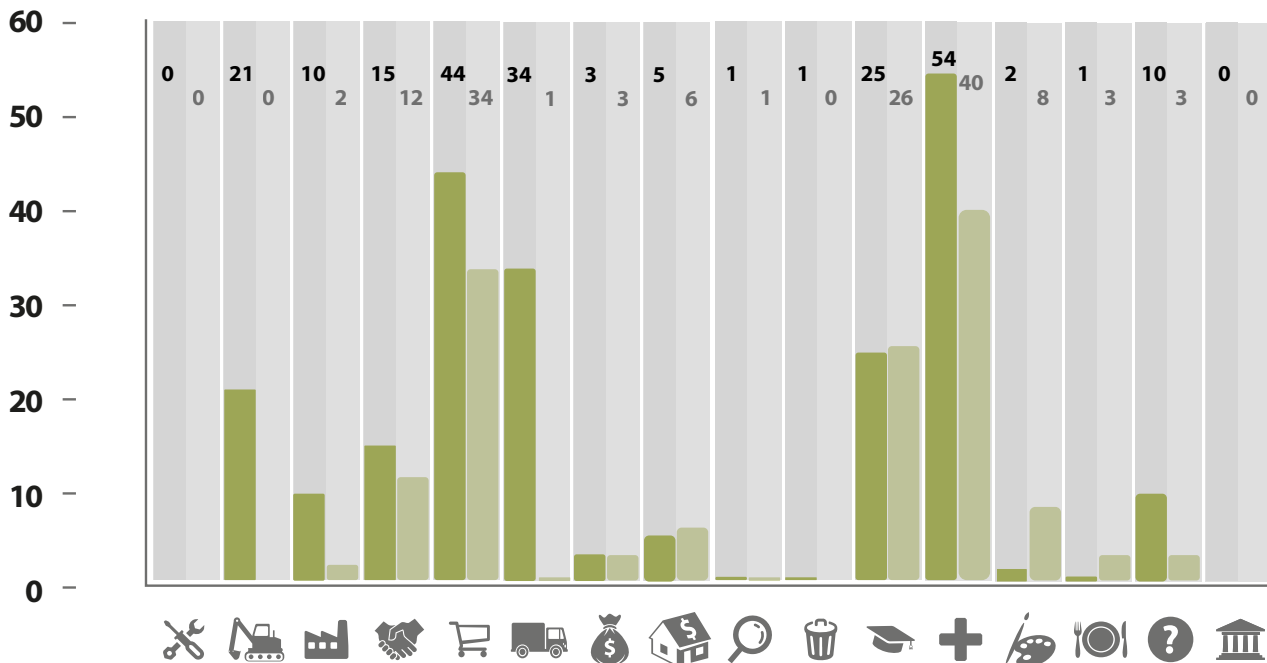
FT

PT

## TOTALS

226

139



14

skills shortages noted  
Most common include:

3

Health Care

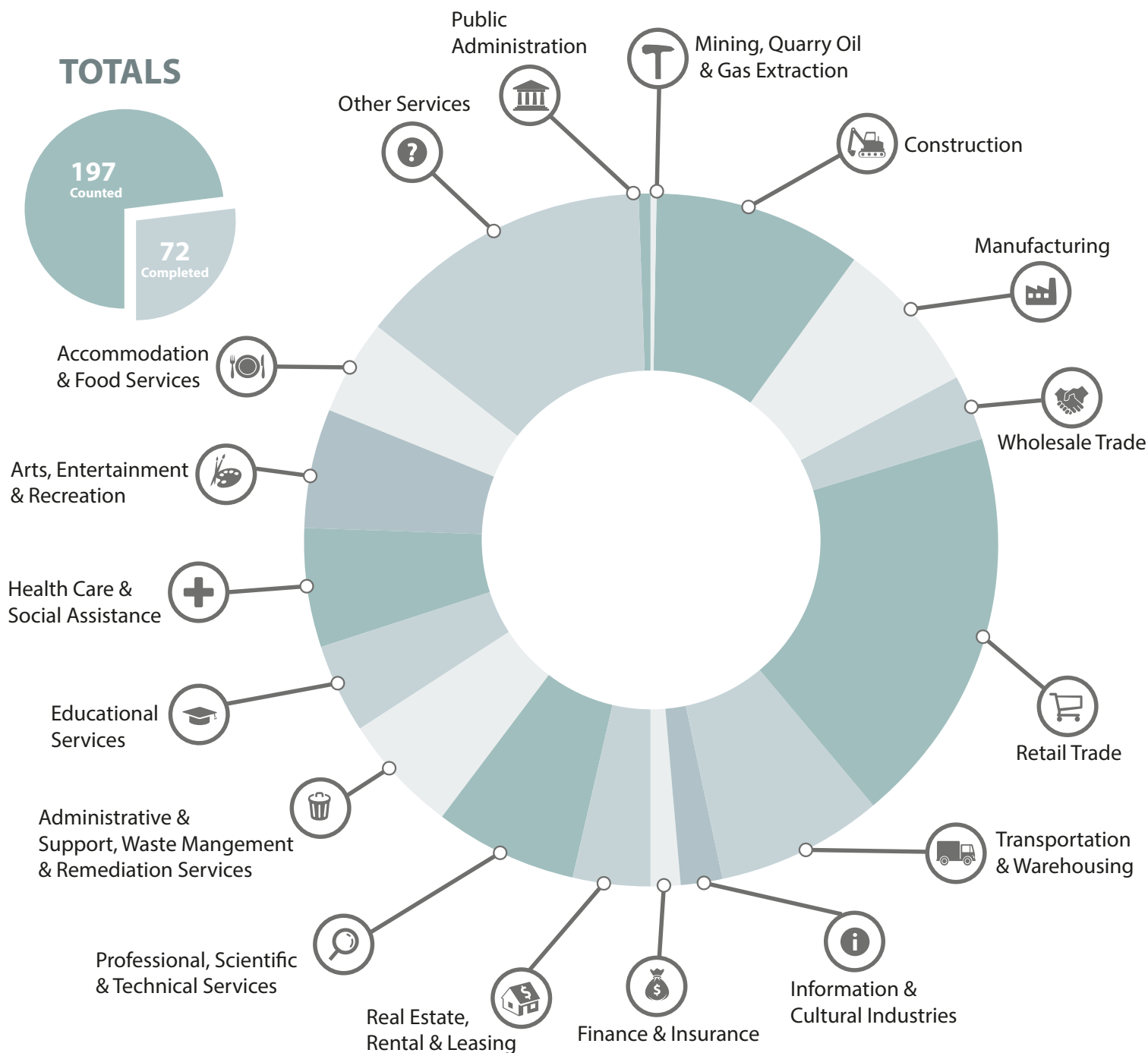
2

Business, finance and  
administration

2

General Labour

# Township of Cavan Monaghan Results



There were **197 businesses** counted in Cavan Monaghan, **72 of which completed our survey.**

Of the 72 businesses that completed a survey, **662 full-time** and **157 part-time** employees were accounted for.

In Cavan Monaghan, **14 businesses** asked to speak with an **economic development officer (EDO) for assistance.**

No businesses were counted/surveyed in:



Utilities



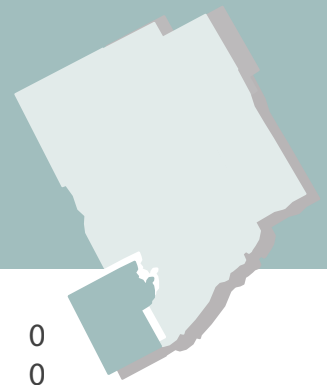
Management of Companies & Enterprises



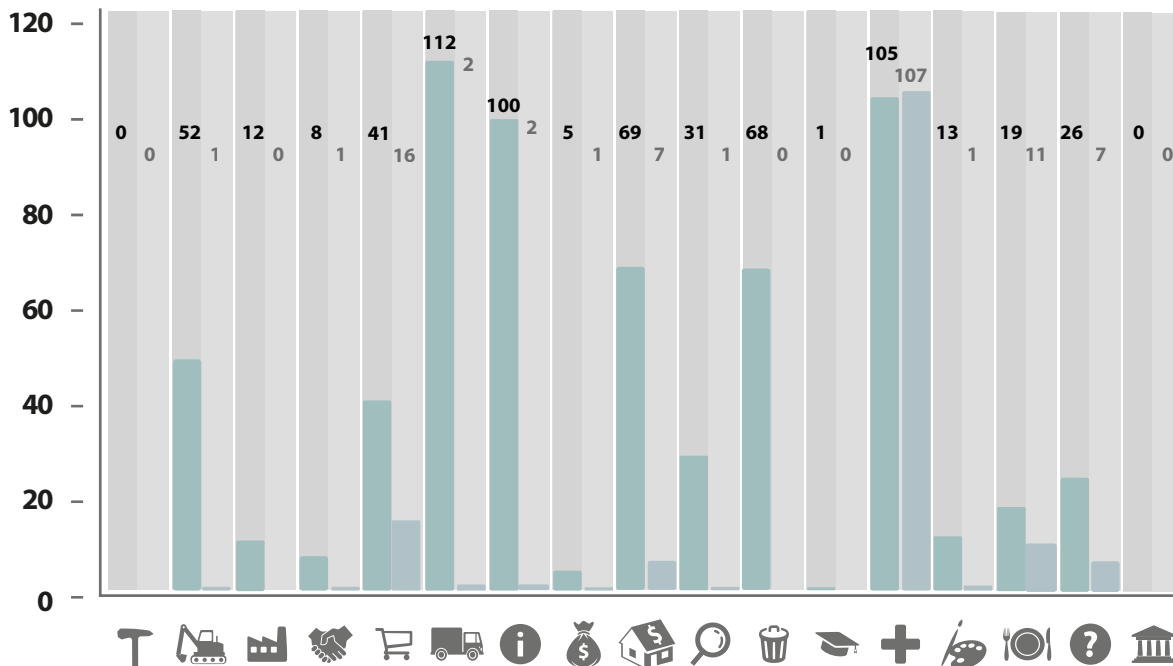


## Looking to expand: 6 businesses

Retail Trade (1), Real estate, rental & leasing (1), Professional, scientific & technical Services (1), Administrative and support, waste management & remediation services (1), Other services (except Public Administration) (2).



## EMPLOYEES **FT** **PT** **TOTALS** **662** **157**



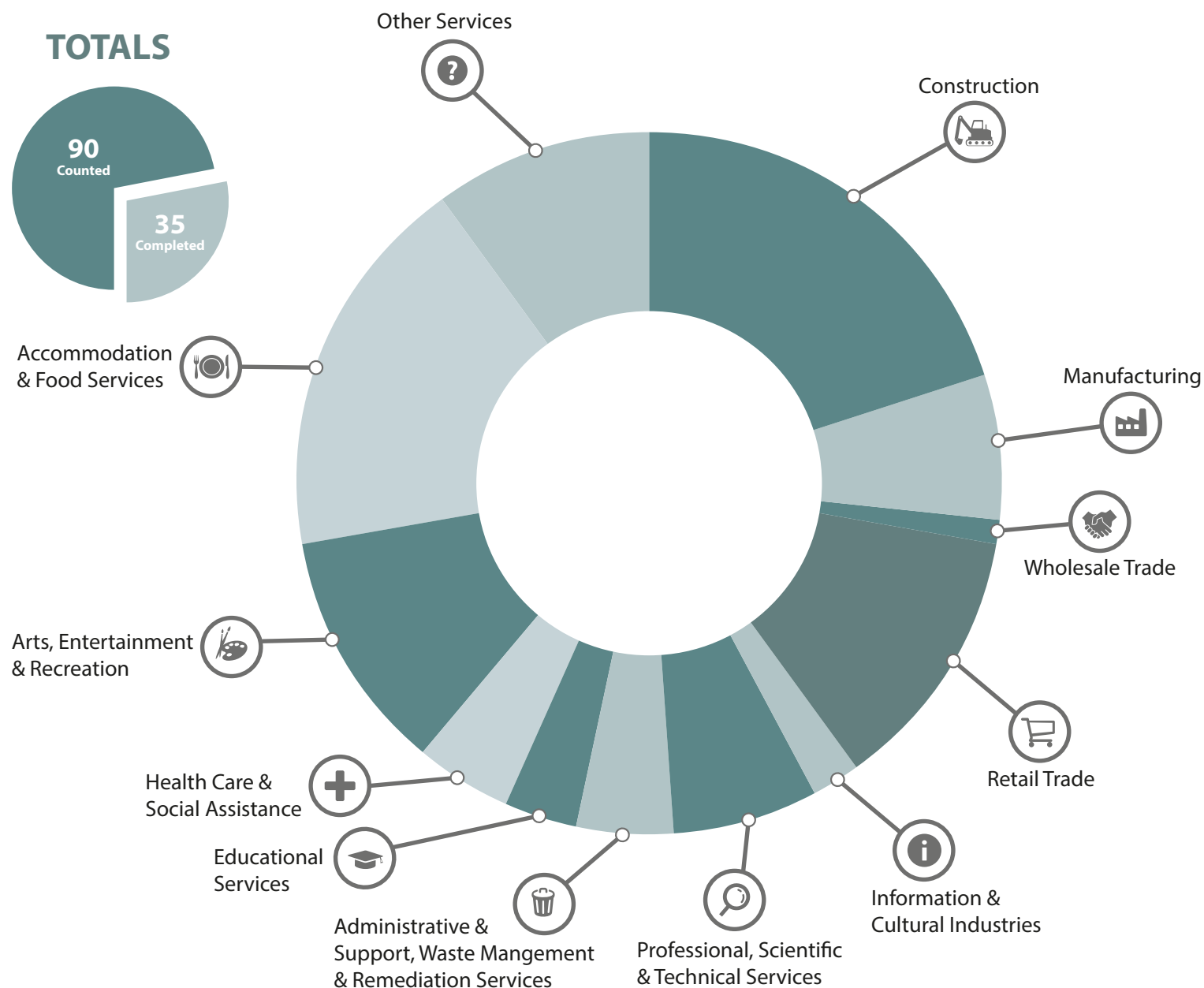
**32**  
skills shortages noted  
Most common include:

**10**  
Sales and Service

**5**  
General Labour

**3**  
Business, finance  
& administration

# Township of Douro-Dummer Results



There were **90 businesses** counted in Douro-Dummer, **35 of which completed our survey.**

Of the 35 businesses that completed our survey, **168 full-time** and **42 part-time** employees were accounted for.

In Douro-Dummer, **17 businesses** asked to speak with an **economic development officer (EDO) for assistance.**

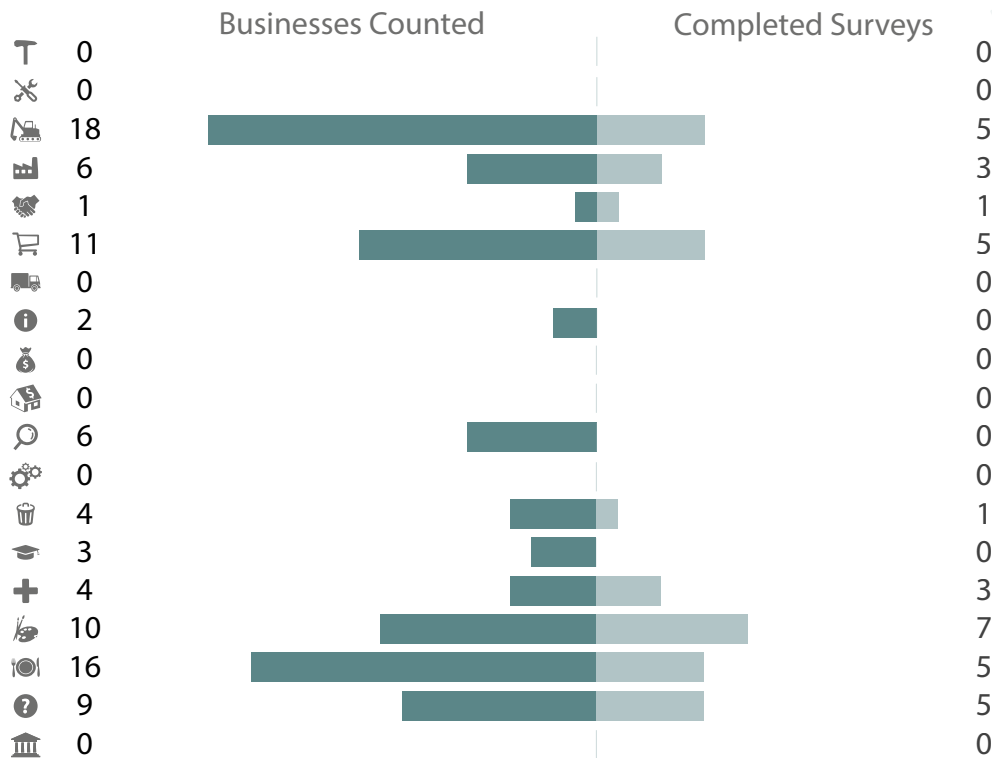
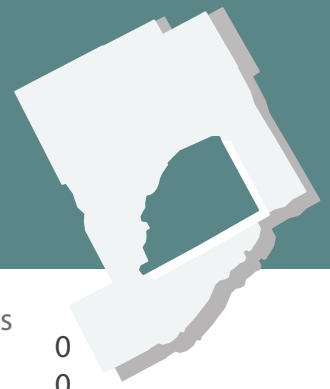
No businesses were counted/surveyed in:

- Mining, Quarry Oil & Gas Extraction
- Real Estate, Rental & Leasing
- Transportation & Warehousing
- Utilities
- Finance & Insurance
- Public Administration
- Management of Companies & Enterprises

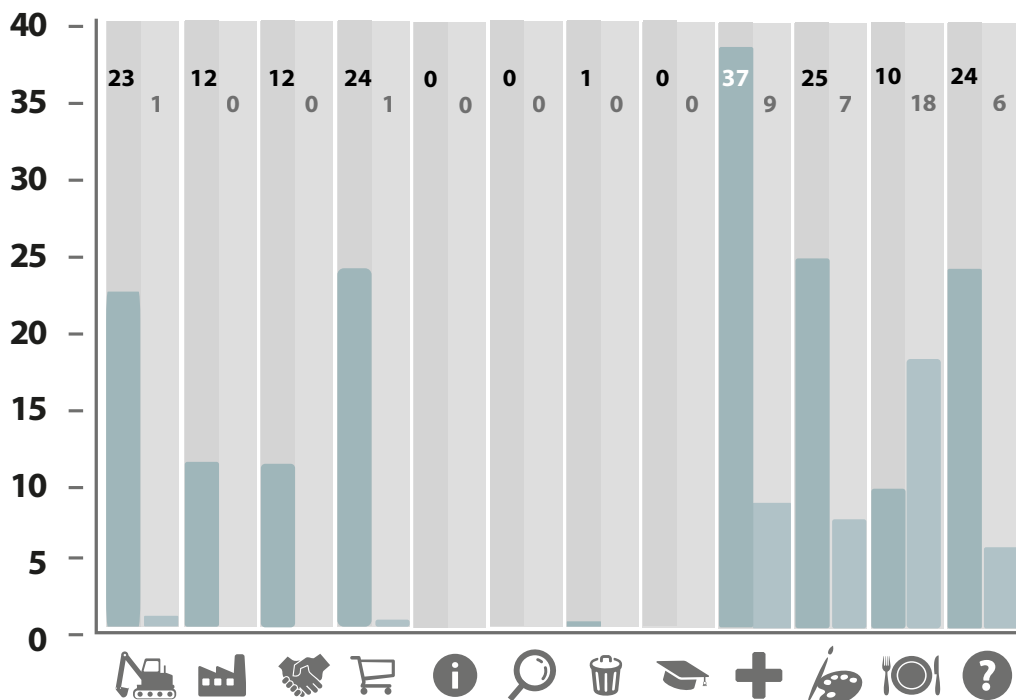


# Looking to expand: 1 business

Retail Sector



## EMPLOYEES FT PT TOTALS 168 42



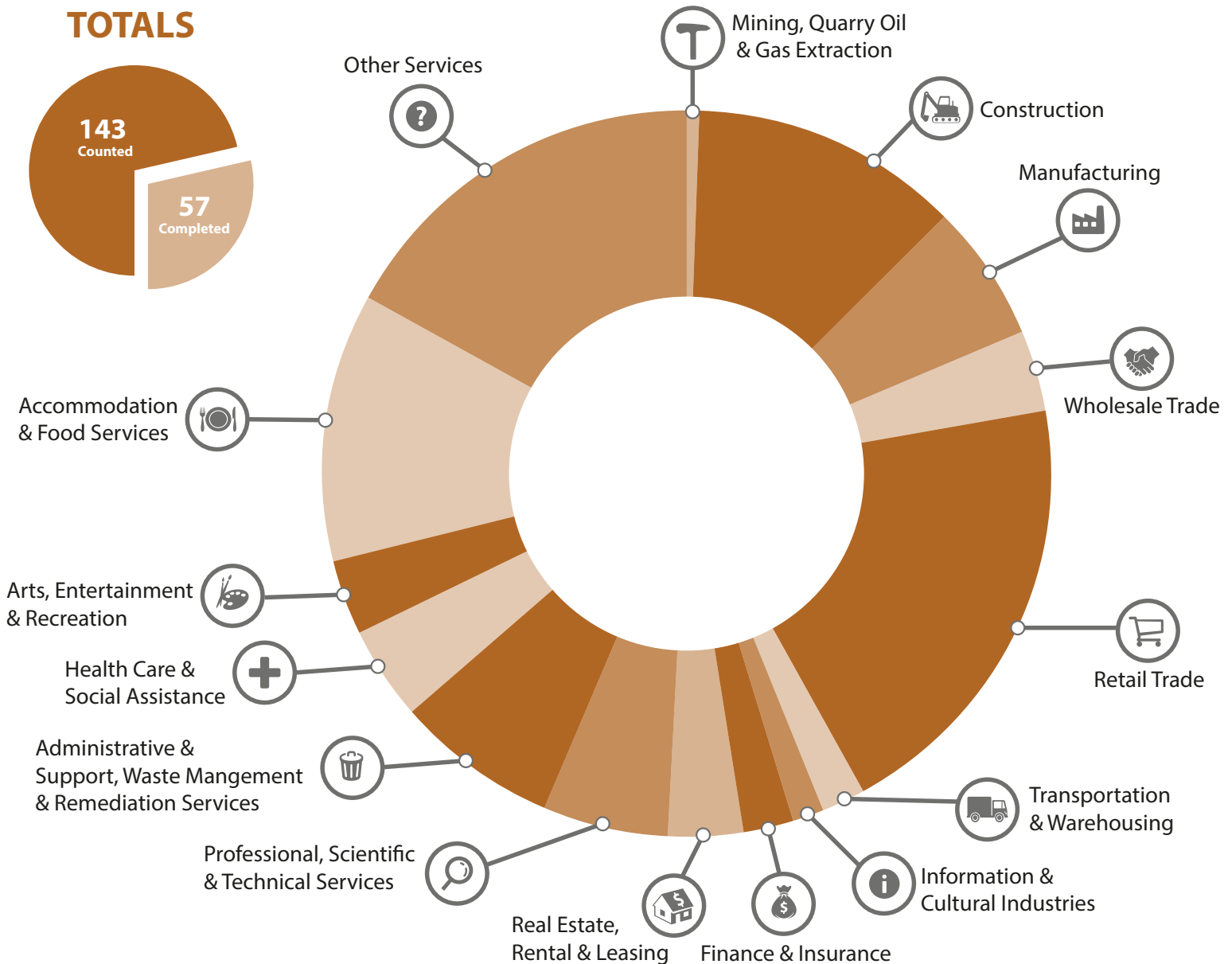
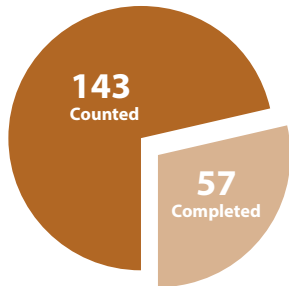
12

skills shortages noted  
Most common include:

Trades, transport and equipment operators, general labour

# Township of Havelock-Belmont-Methuen Results

## TOTALS



There were **143 businesses** counted in Havelock-Belmont-Methuen, **57 of which completed our survey.**

Of the 57 businesses that completed our survey, **409 full-time** and **102 part-time** employees were accounted for.

In Havelock-Belmont-Methuen, **17 businesses** asked to speak with an **economic development officer (EDO) for assistance.**

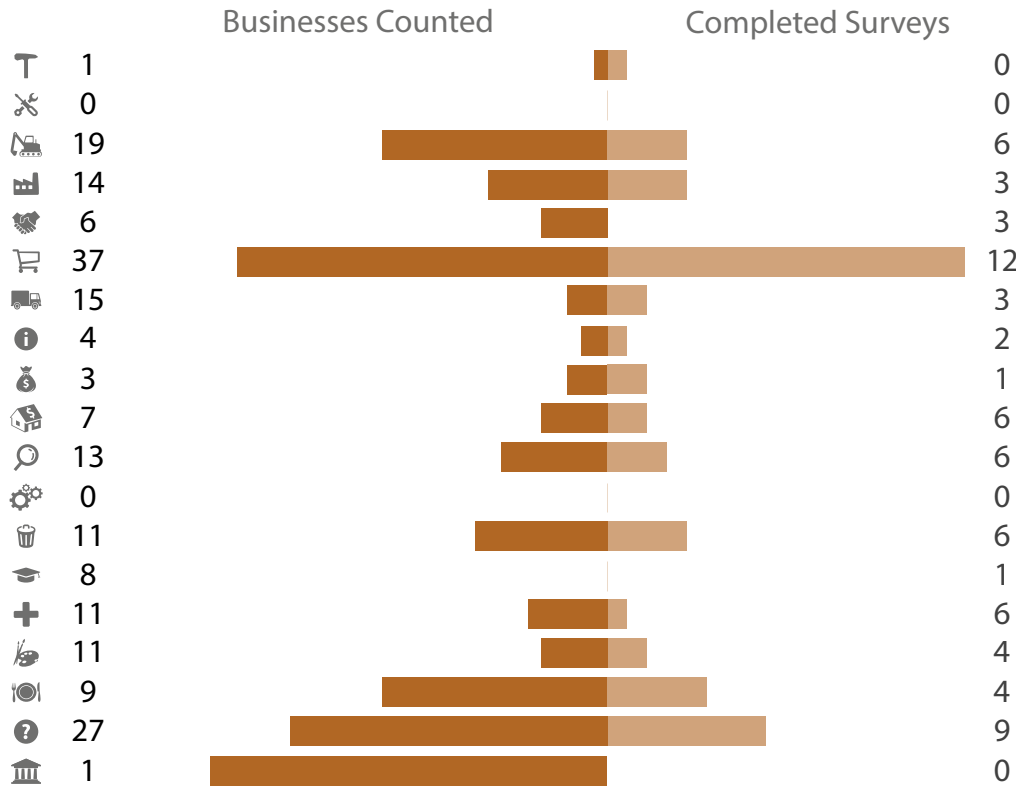
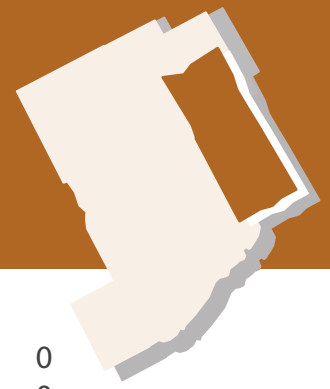
No businesses were counted/surveyed in:

-  Utilities
-  Management of Companies & Enterprises
-  Educational Services
-  Public Administration

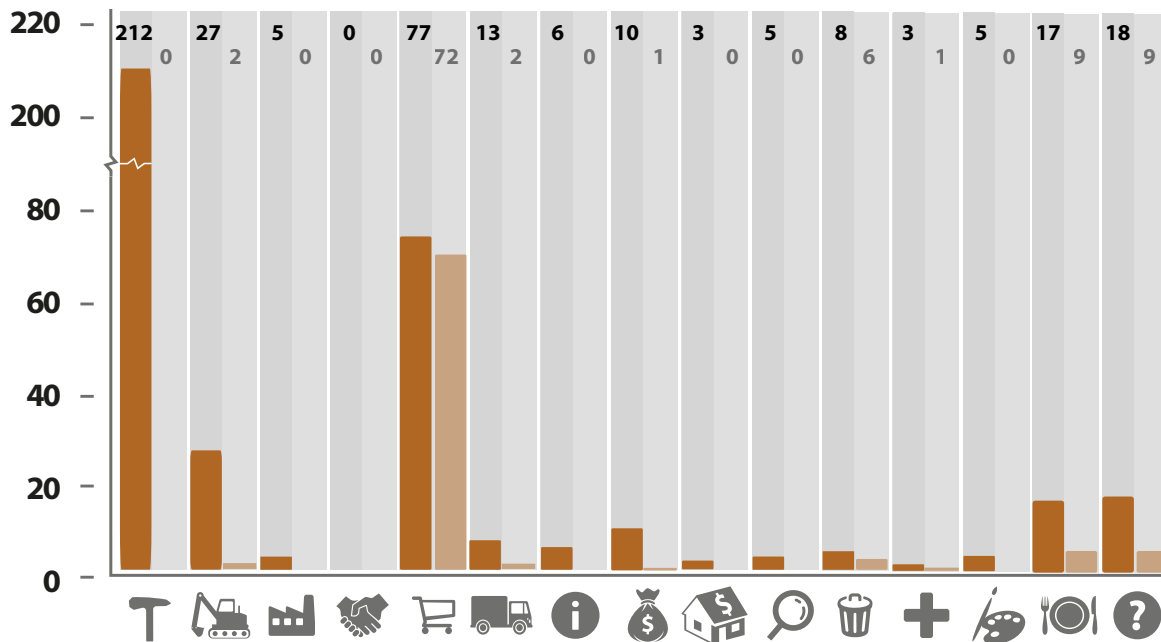


Looking to expand:  
**4 businesses**

Mining, quarry oil & gas extraction (1), Retail Trade (2),  
Finance & insurance (1).



## EMPLOYEES      FT      PT      TOTALS

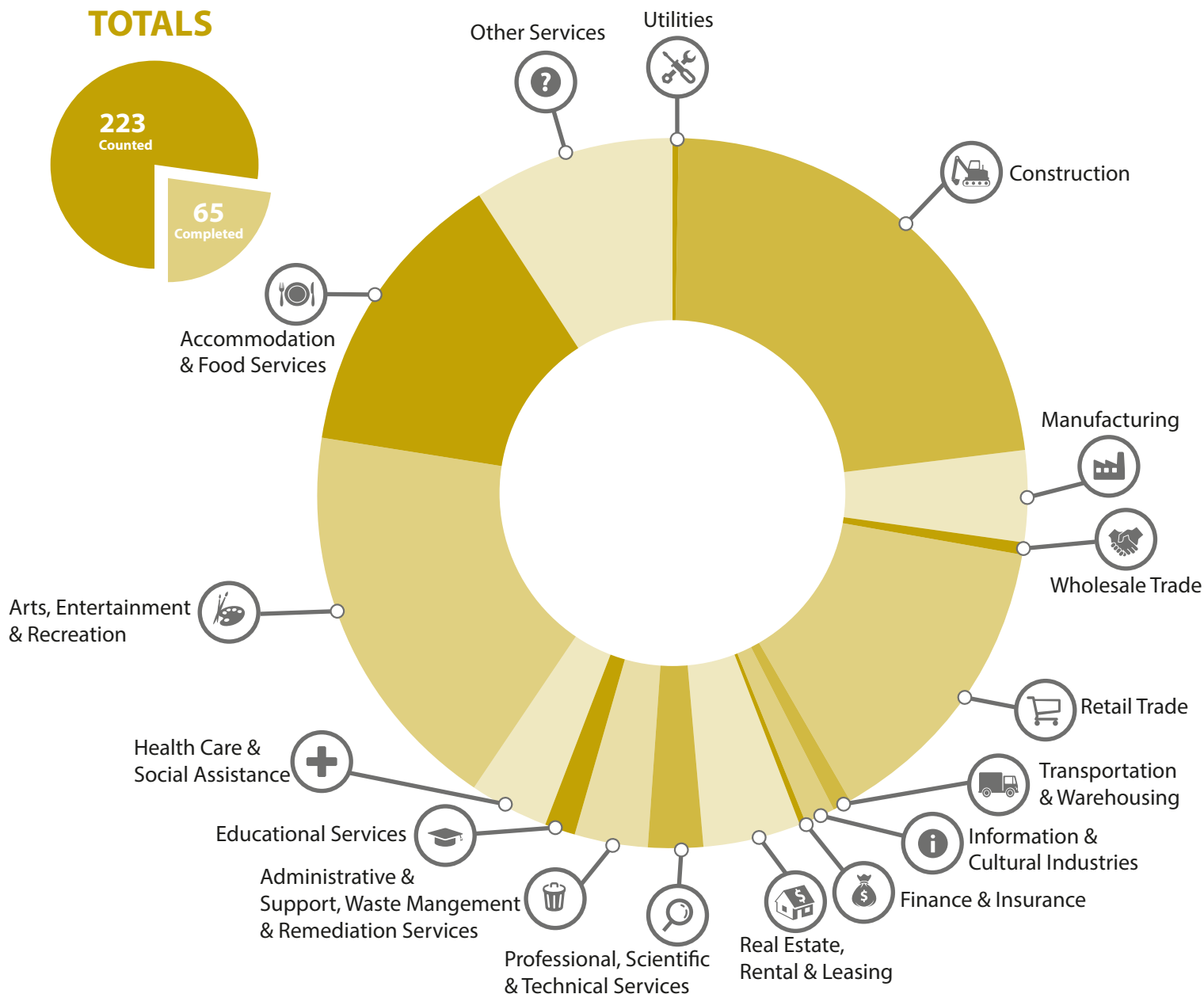


**20**  
skills shortages noted  
Most common include:

**12**  
General Labour

**5**  
Sales and Service

# North Kawartha Township Results



There were **223 businesses** counted in North Kawartha, **65 of which completed our survey.**

Of the 65 businesses that completed our survey, **245 full-time** and **85 part-time** employees were accounted for.

In North Kawartha, **26 businesses** asked to speak with an **economic development officer (EDO) for assistance.**

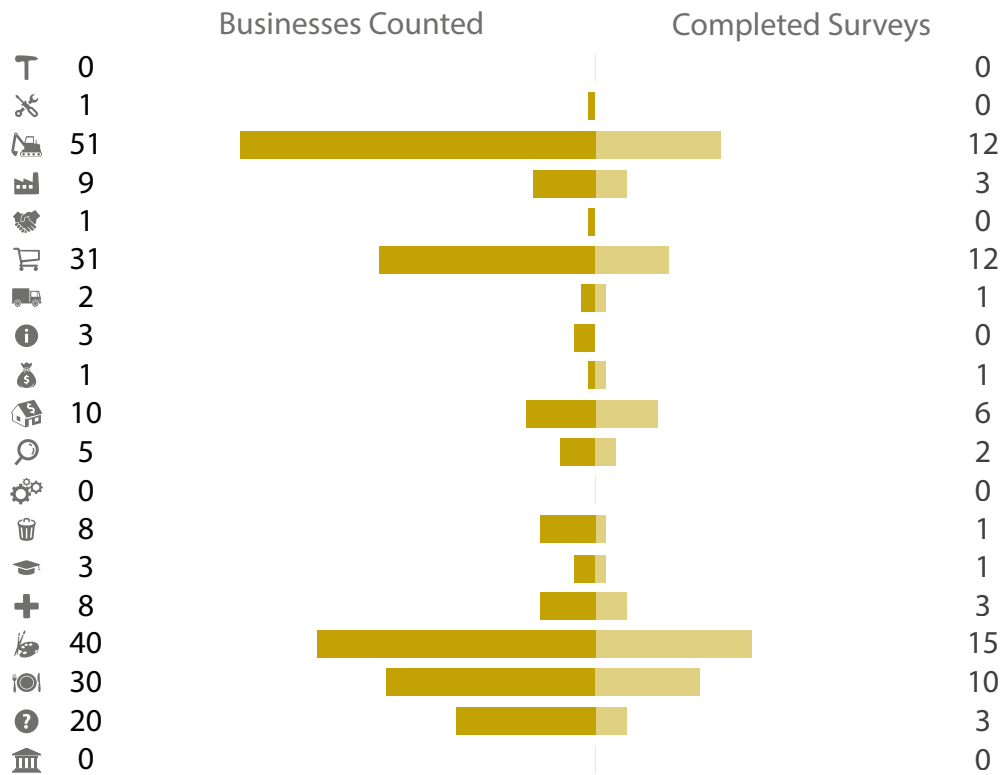
No businesses were counted/surveyed in:

-  Mining, Quarry Oil & Gas Extraction
-  Management of Companies & Enterprises
-  Public Administration

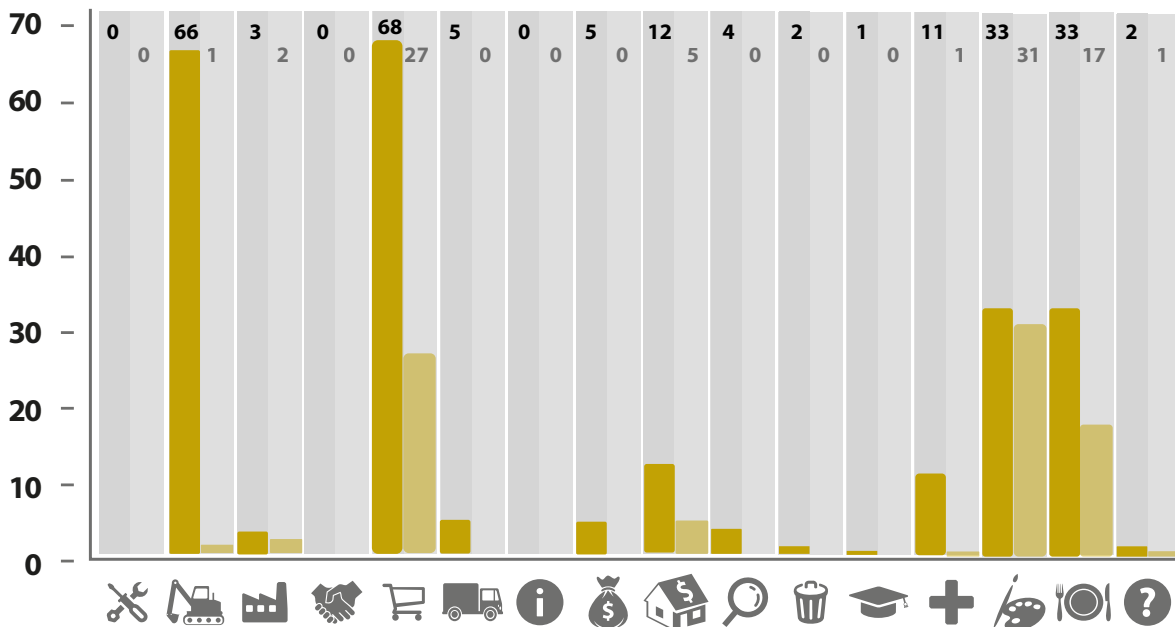


Looking to expand:  
**2 businesses**

Arts, entertainment, and recreation (1),  
Accommodation and food services (1).



## EMPLOYEES      FT      PT      TOTALS      245      85



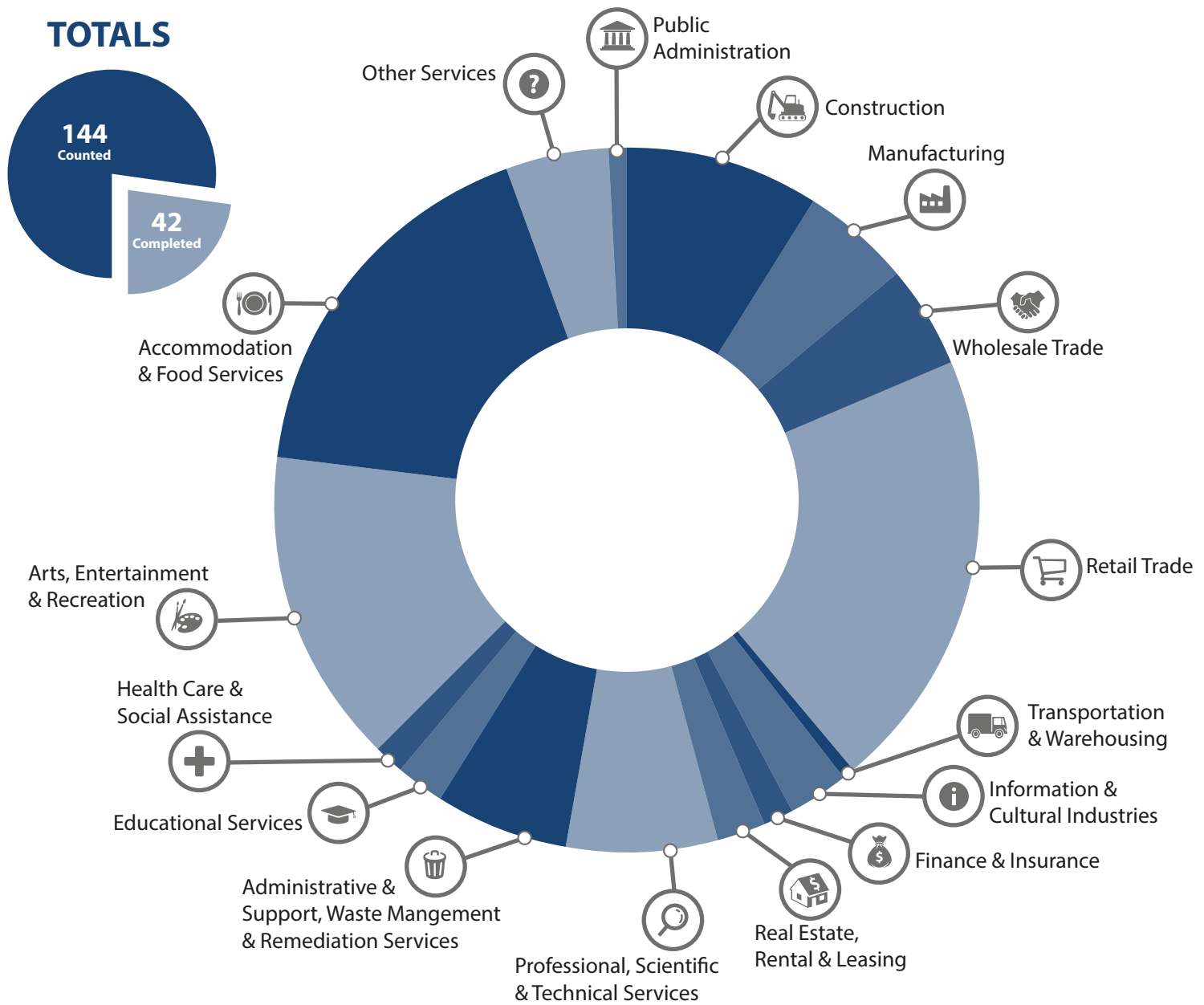
**23**  
skills shortages noted  
Most common include:

**9**  
General Labour

**4**  
Hospitality and  
Tourism

**3**  
Service and Sales

# Township of Otonabee-South Monaghan Results



There were **144 businesses** counted in Otonabee-South-Monaghan, **42 of which completed our survey.**

Of the 42 businesses that completed our survey, **201 full-time** and **45 part-time** employees were accounted for.

In Otonabee-South-Monaghan, **6 businesses** asked to speak with an **economic development officer (EDO) for assistance.**

No businesses were counted/surveyed in:

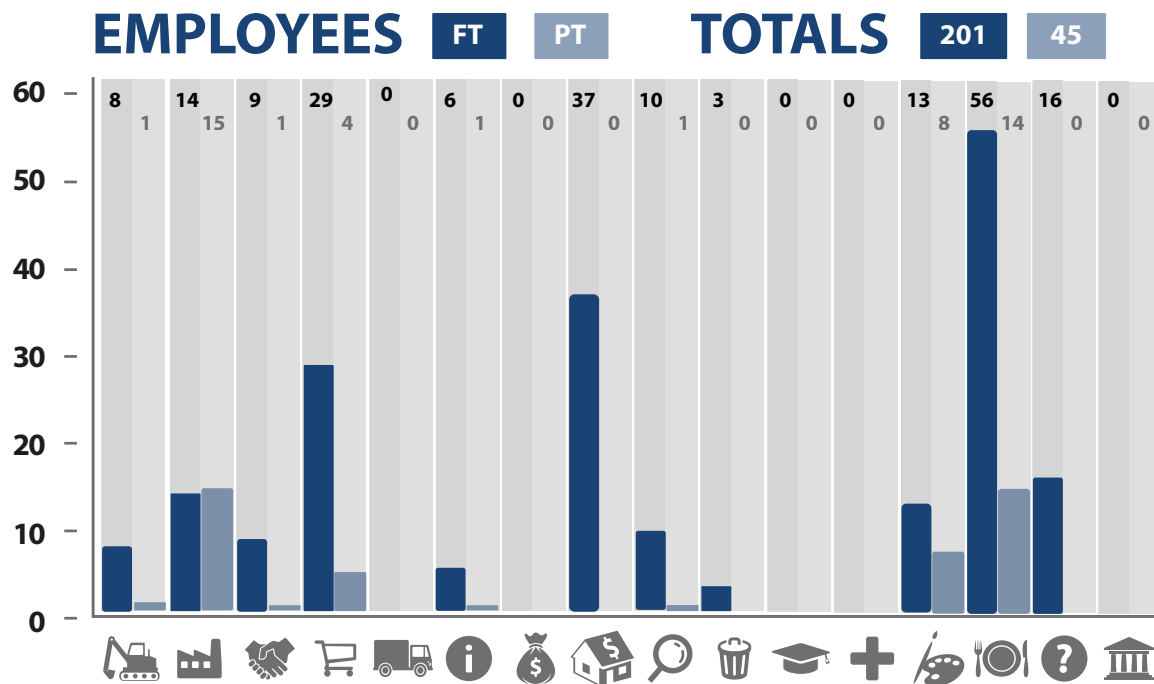
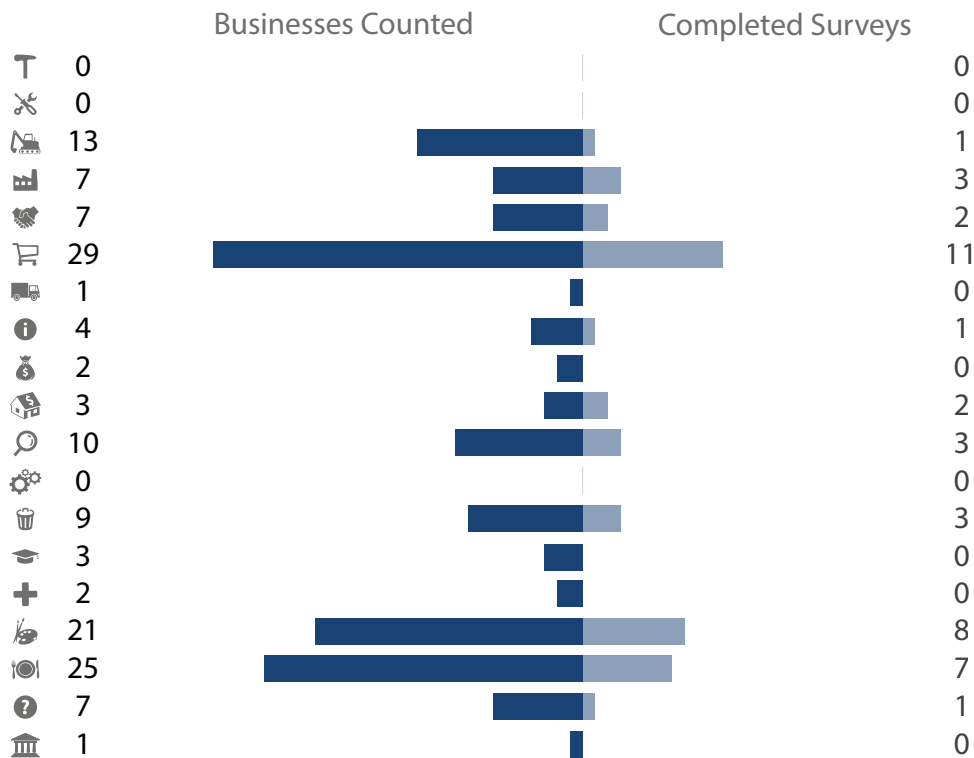
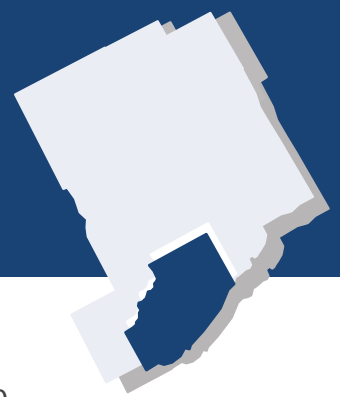
-  Mining, Quarry Oil & Gas Extraction
-  Management of Companies & Enterprises
-  Utilities





## Looking to expand: 5 businesses

Manufacturing (1), Retail trade (1), Arts, entertainment & recreation (1), and Accommodation & food services (2).



**19**

skills shortages noted  
Most common include:

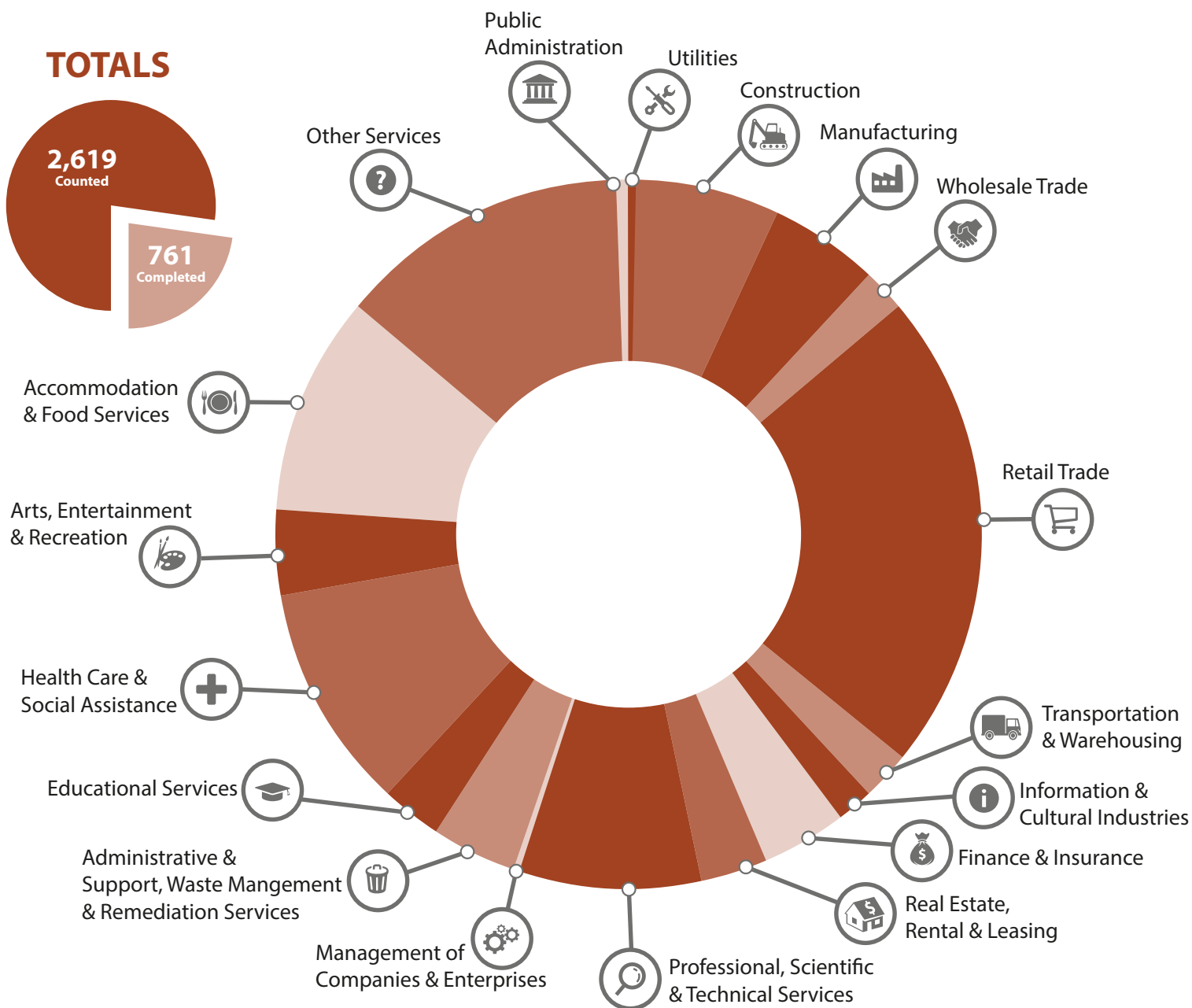
**4**

General Labour

**2**

Hospitality and Tourism

# City of Peterborough Results



There were **2619 businesses** counted in the City of Peterborough, **761 of which completed our survey.**

Of the 761 businesses that completed our survey, **6503 full-time** and **3570 part-time** employees were accounted for.

In the City of Peterborough, **119 businesses** asked to speak with an **economic development officer (EDO) for assistance.**

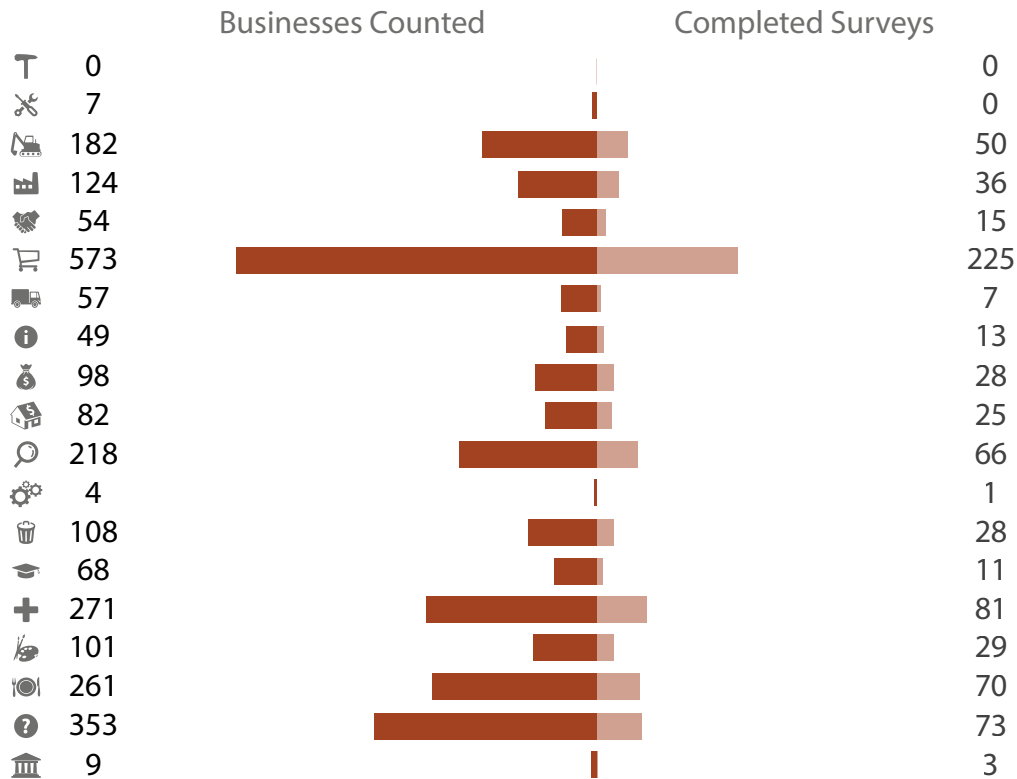
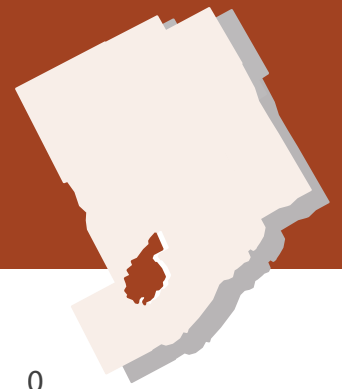
No businesses were counted/surveyed in:

**T** Mining, Quarry Oil & Gas Extraction



## Looking to expand: 26 businesses

Manufacturing (2), Wholesale trade (1), Retail trade (7), Professional, scientific & technical Services (5), Administrative and support, waste management and remediation services (2), Health care and social assistance (3), Arts, entertainment, and recreation (2), Accommodation and food services (2), Other services (except public administration) (1), Public administration (1).



## EMPLOYEES

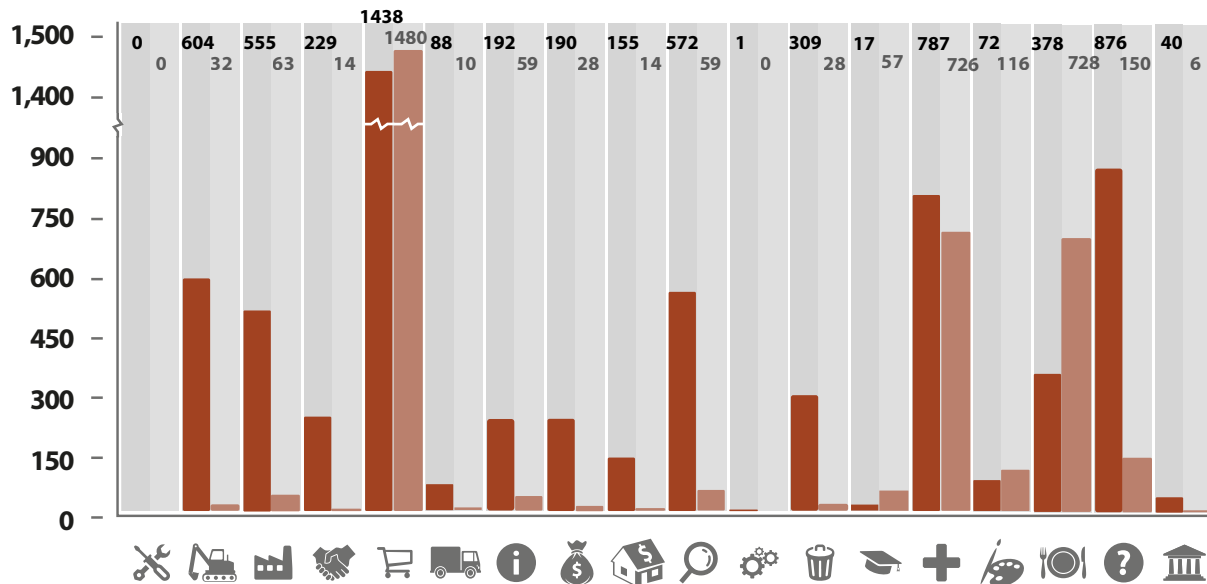
FT

PT

## TOTALS

6503

3507



280

skills shortages noted  
Most common include:

46

Sales and Service

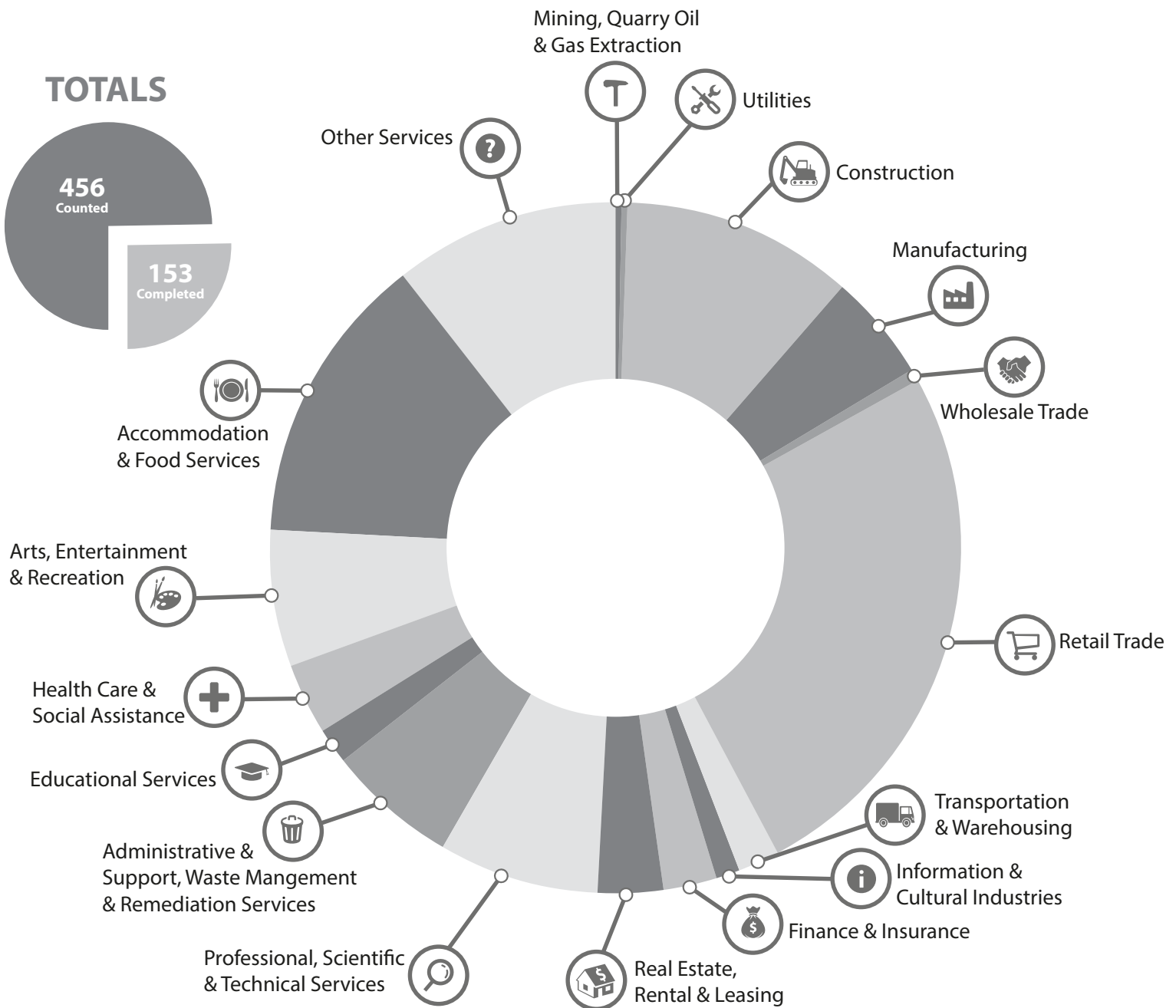
42

General Labour

26

Education, Law and Social  
Community and Government Services

# Township of Selwyn Results



There were **456 businesses** counted in Selwyn, **153 of which completed our survey.**

Of the 153 businesses that completed our survey, **851 full-time** and **415 part-time** employees were accounted for.

In Selwyn, **25 businesses** asked to speak with an **economic development officer (EDO) for assistance.**

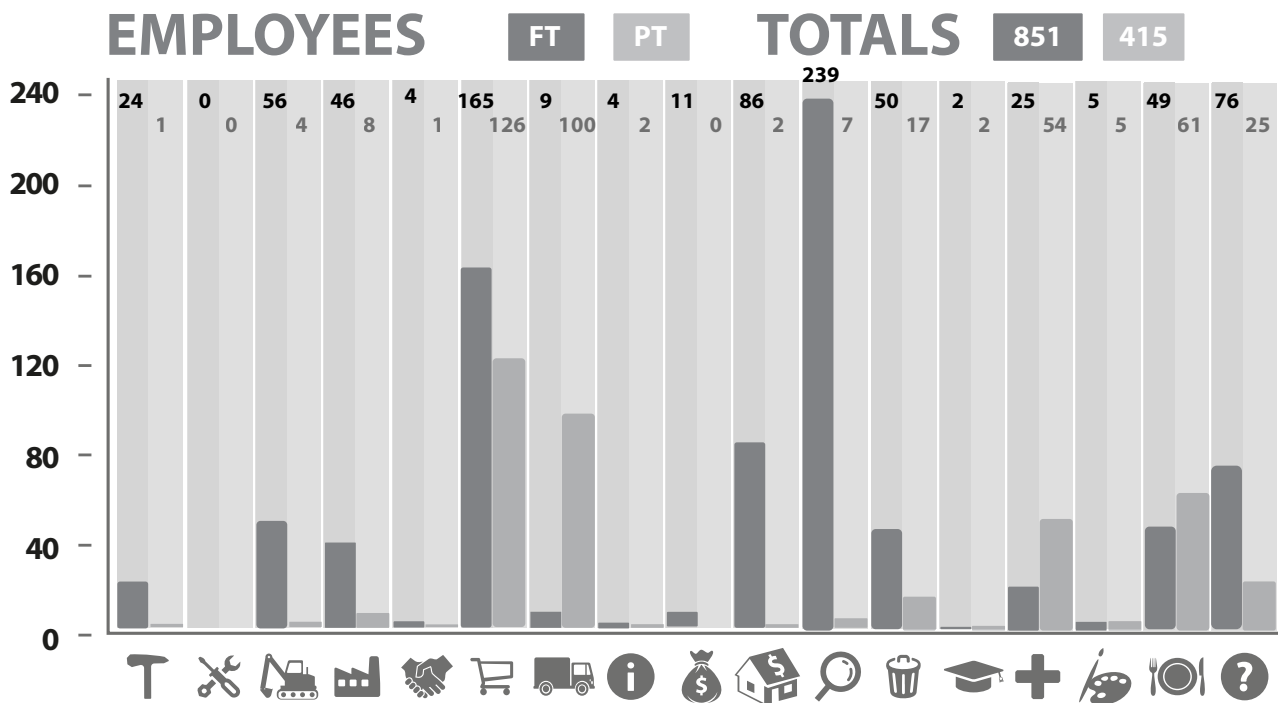
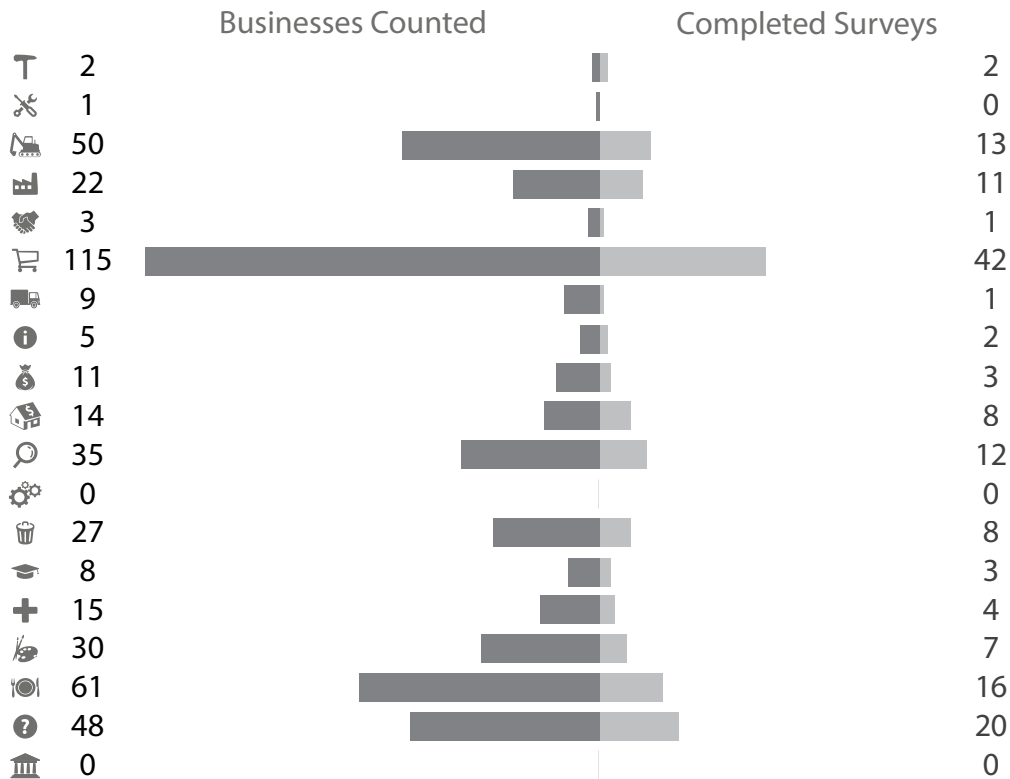
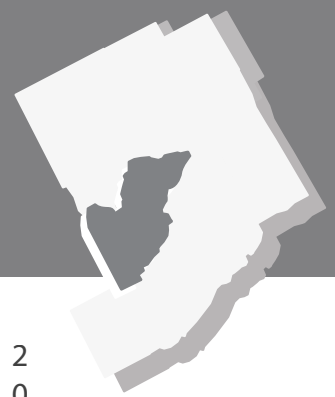
No businesses were counted/surveyed in:

- Management of Companies & Enterprises
- Public Administration



## Looking to expand: 10 businesses

Construction (2), Manufacturing (1), Retail Trade (2), Real estate and rental and leasing (1), Professional, scientific, and technical services (2), Accommodation & food services (1), and Other services (except public administration) (1).



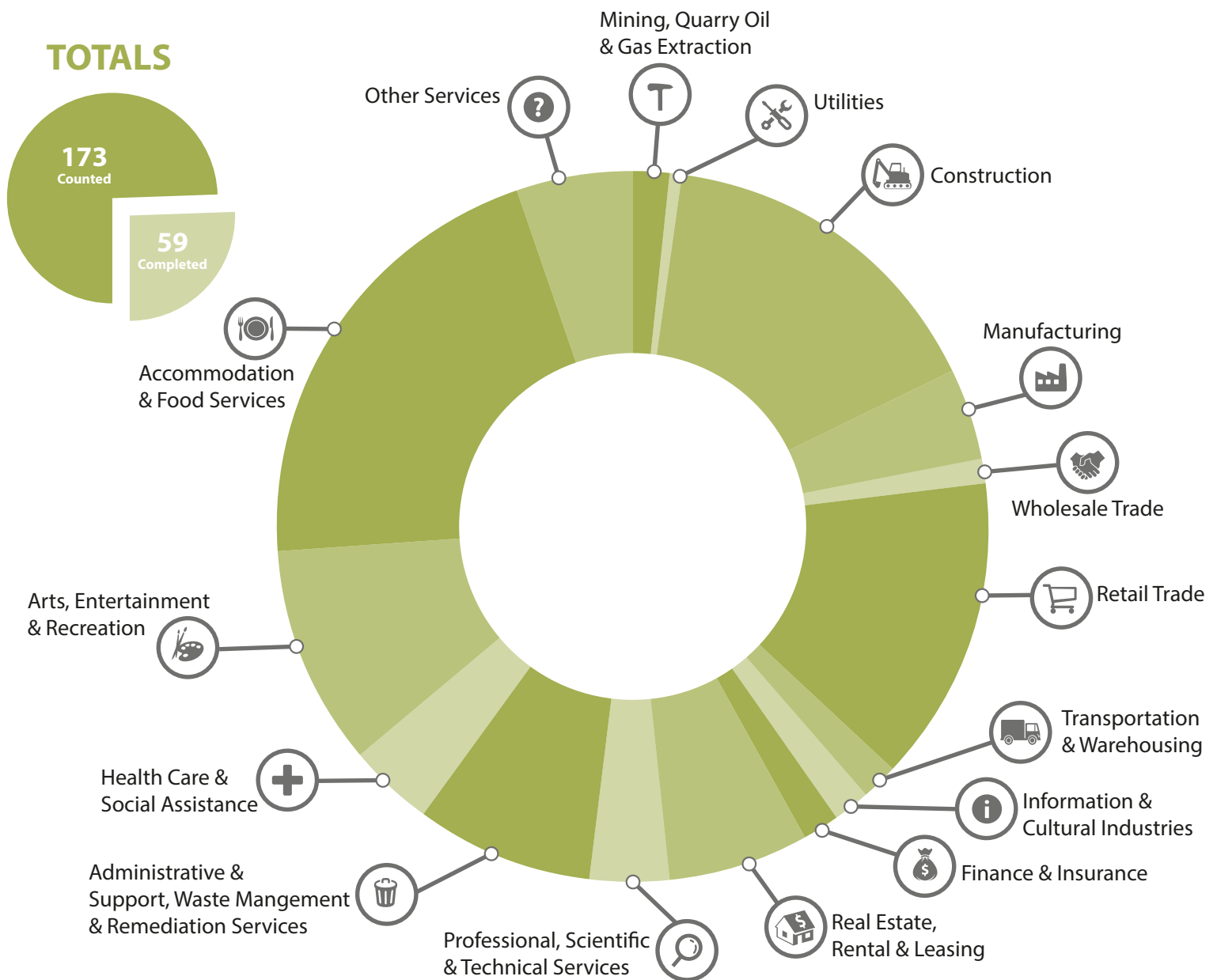
**56**  
skills shortages noted  
Most common include:

**15**  
Sales and Service

**11**  
General Labour

**5**  
Hospitality  
and Tourism

# Municipality of Trent Lakes Results



There were **173 businesses** counted in Trent Lakes, **59 of which completed our survey.**

Of the 59 businesses that completed our survey, **160 full-time** and **96 part-time** employees were accounted for.

In Trent Lakes, **25 businesses** asked to speak with an **economic development officer (EDO) for assistance.**

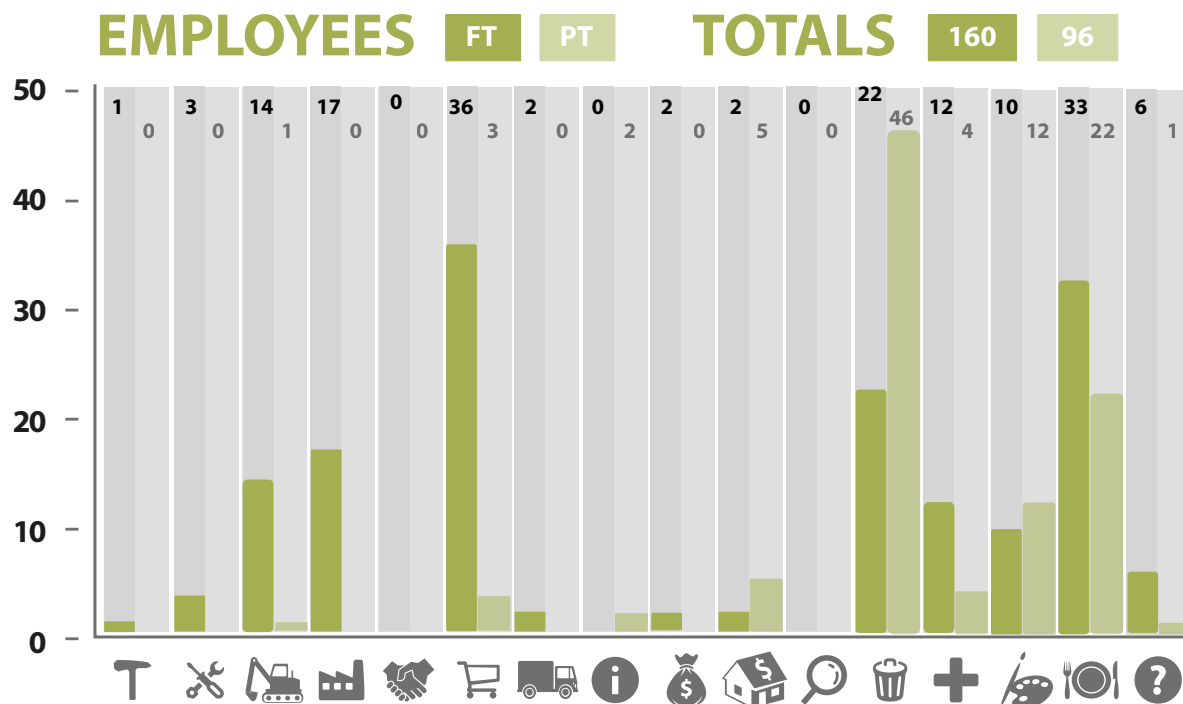
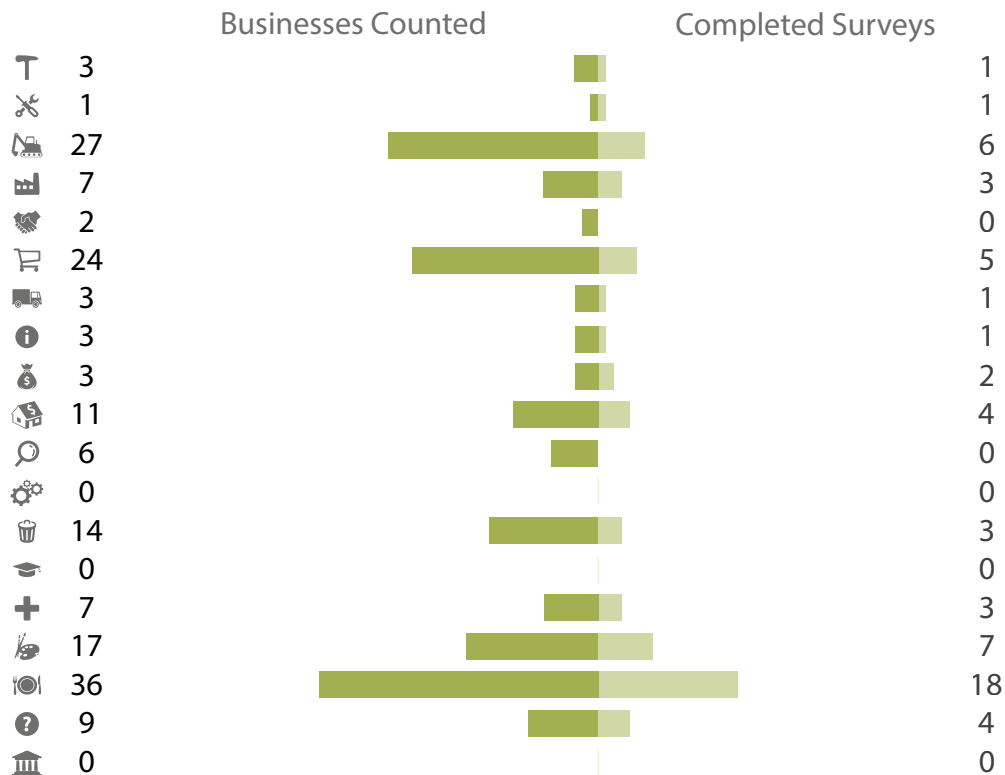
No businesses were counted/surveyed in:

-  Management of Companies & Enterprises
-  Educational Services
-  Public Administration



Looking to expand:  
**3 businesses**

Manufacturing (1), Information & cultural industries (1),  
Accommodation and food services (1).



**11**  
skills shortages noted  
Most common include:

**7**  
Sales and Service

**5**  
Hospitality and Tourism

# Final Note

Please note that all surveys were completed voluntarily and were conducted over the phone, online, and in person between May 3rd and August 25th, 2023. The more survey data collected, the better PKED can serve the regional business community. PKED practiced great care and diligence in obtaining and reporting this information.

For any questions related to the project, or to participate in the next survey please visit

[www.ptbobusinesscount.ca](http://www.ptbobusinesscount.ca) to learn more.

## We look forward to speaking with you next year!

### Definition Sources

1. Legal Status (<https://www.canada.ca/en/revenue-agency/services/tax/businesses/small-businesses-self-employed-income/setting-your-business.html>)
2. NAICS Codes (<https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=1369825>)
3. Ownership Form (<https://www.canada.ca/en/revenue-agency/services/tax/businesses/small-businesses-self-employed-income.html>)
4. Census Metropolitan Areas (<https://www150.statcan.gc.ca/n1/pub/92-195-x/2021001/geo/cma-rmr/cma-rmr-eng.htm>)
5. Peterborough CMA (<https://www12.statcan.gc.ca/census-recensement/2021/geo/maps-cartes/static-statique/pdf/S0503/2021S0503529.pdf>)

For further clarification on terms and definitions related to the business count please visit our website:

[www.ptbobusinesscount.ca](http://www.ptbobusinesscount.ca)

**Peterborough**  
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