2024 Workplace Count

Sustainability, Infrastructure, and Development Committee

February 11, 2025

Region of Waterloo

About the Workplace Count

A SURVEY OF PLACES OF EMPLOYMENT ACROSS THE REGION

PAST SURVEYS UNDERTAKEN IN 2011, 2016, 2018 AND 2021

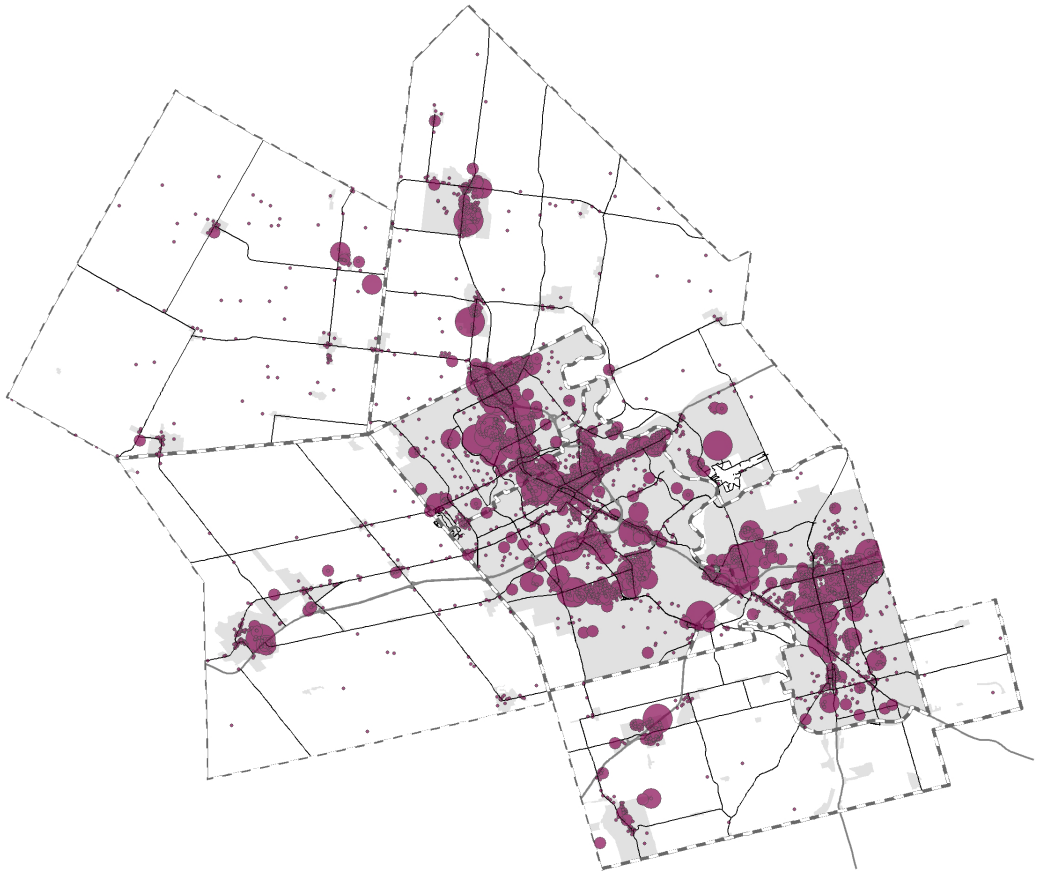
GUIDED BY A MUNICIPAL ADVISORY GROUP

DATA IS NOT AVAILABLE FROM ANY OTHER SOURCE

What is the data for?

- Development Charge Background Studies
- Monitoring change in the CTC
- Stage 2 ION employment density estimates
- Economic Development
- Employment estimates and growth forecasts for infrastructure planning
- Area Municipal Official Plan Updates

How is the data collected?



- Data is primarily collected in the Regions Urban Areas and Rural Settlement Areas (New Hamburg, St. Clements, etc.)
- New to the 2024 survey is the collection of data on Rural businesses located outside of settlement areas
- Data is not collected on home-based businesses and farms

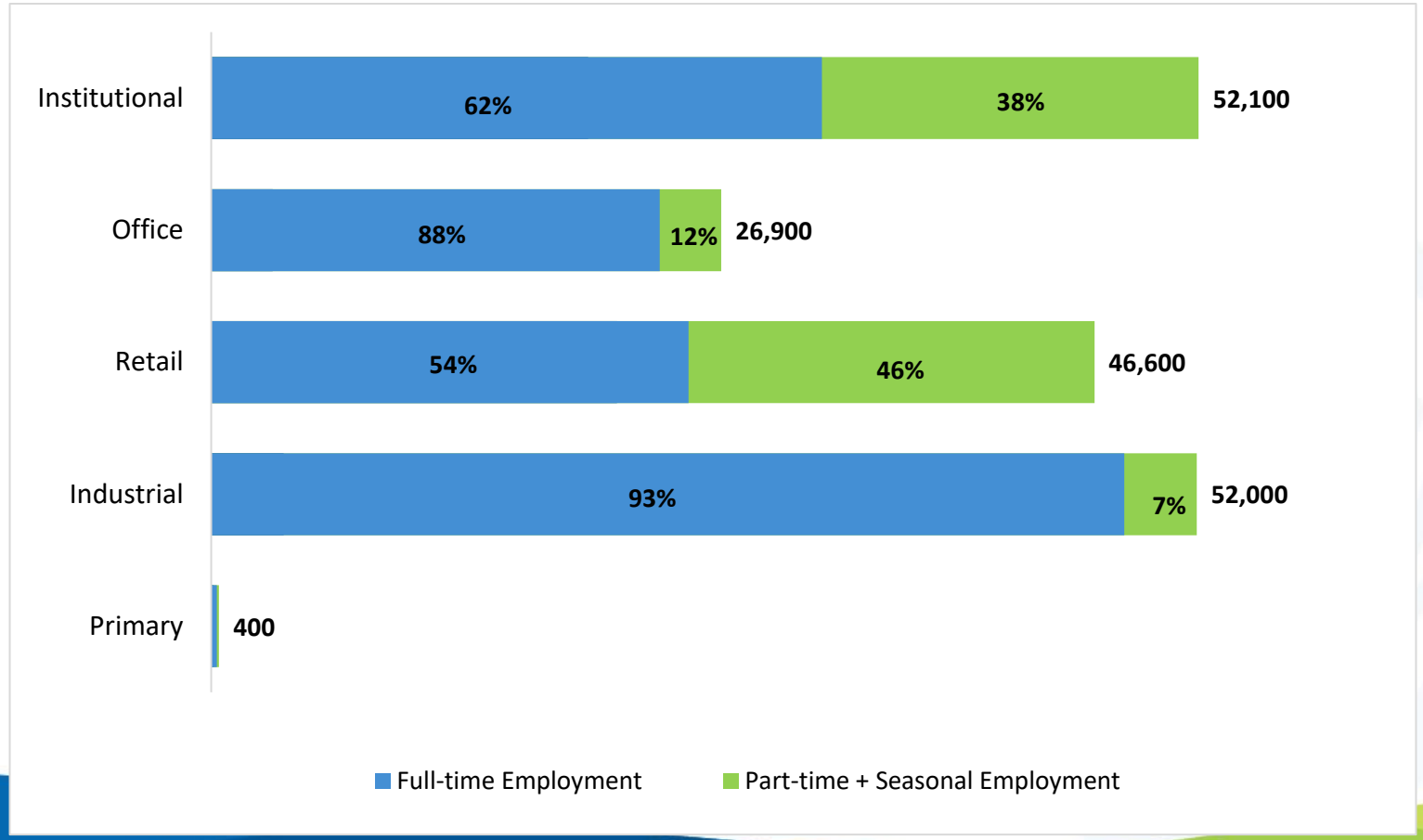
Overview of Results

Over 11,000 businesses visited

8,300 responses

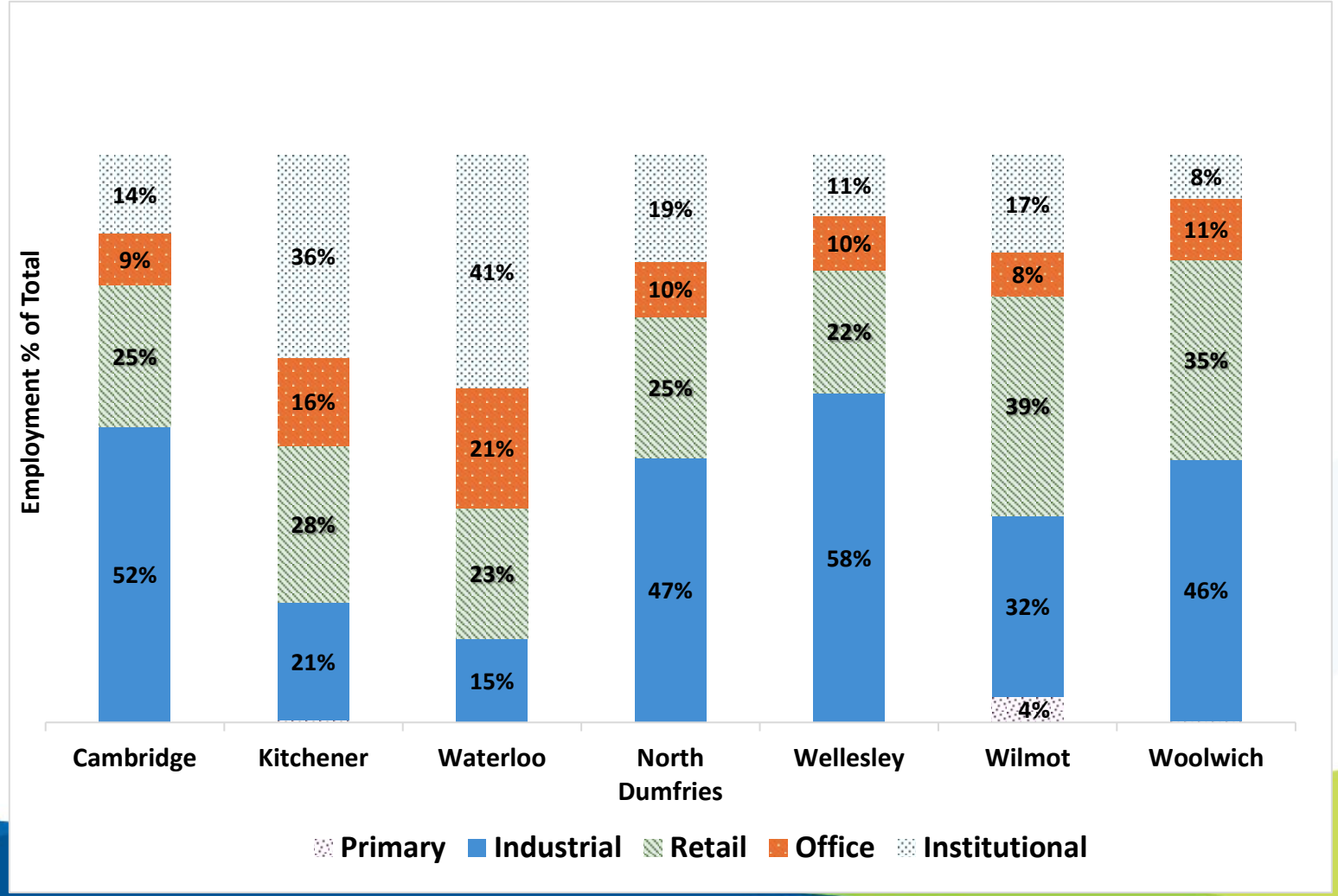
Participation rate: 74%

Employment by Sector

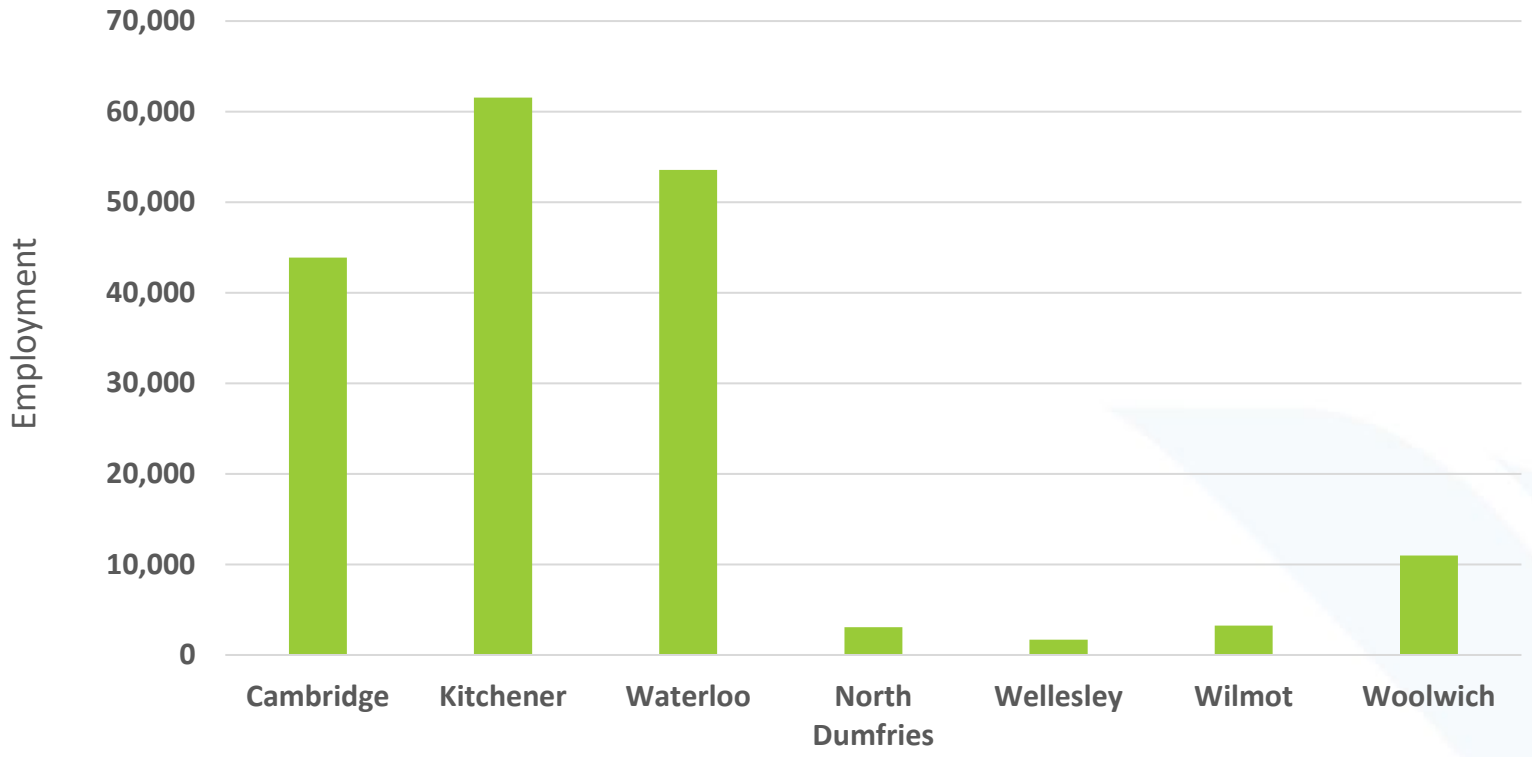


Employment by Sector

- Cambridge and the townships have a robust industrial sector
- Waterloo and Kitchener have a strong institutional employment

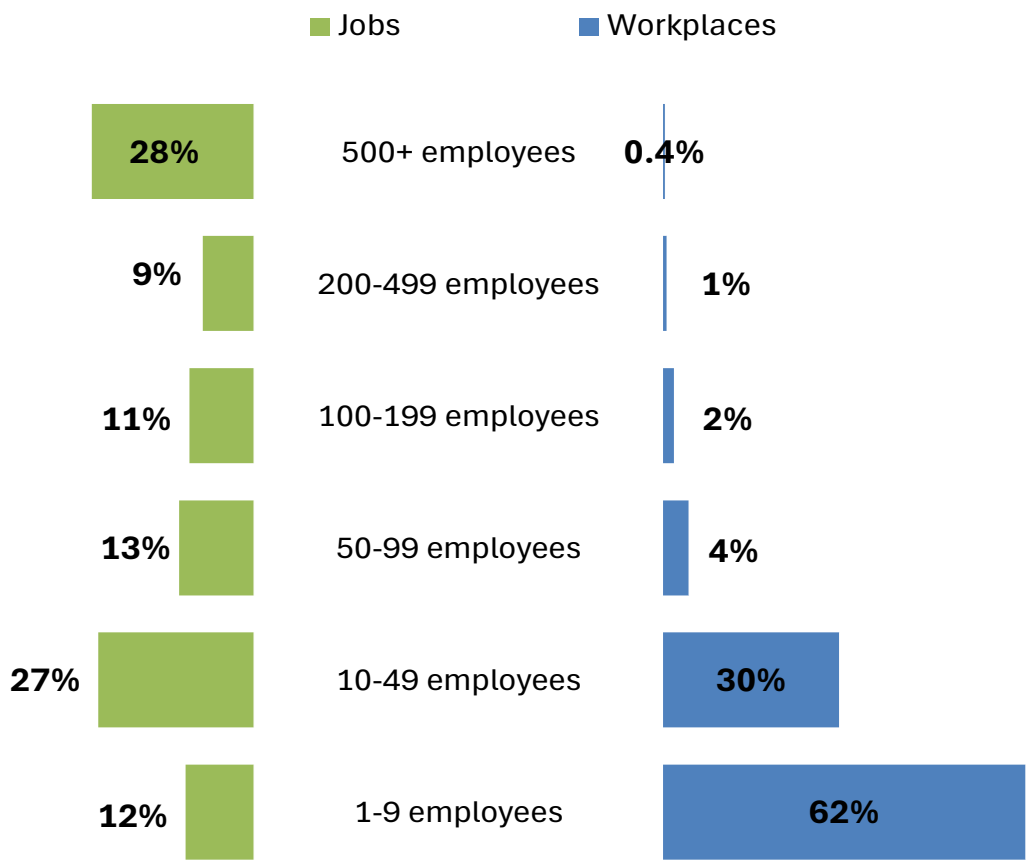


Employment by Municipality



- The Region's employment is concentrated in the cities
- WPC employment numbers represent a sample of Regional jobs
- Data cannot be compared to census employment

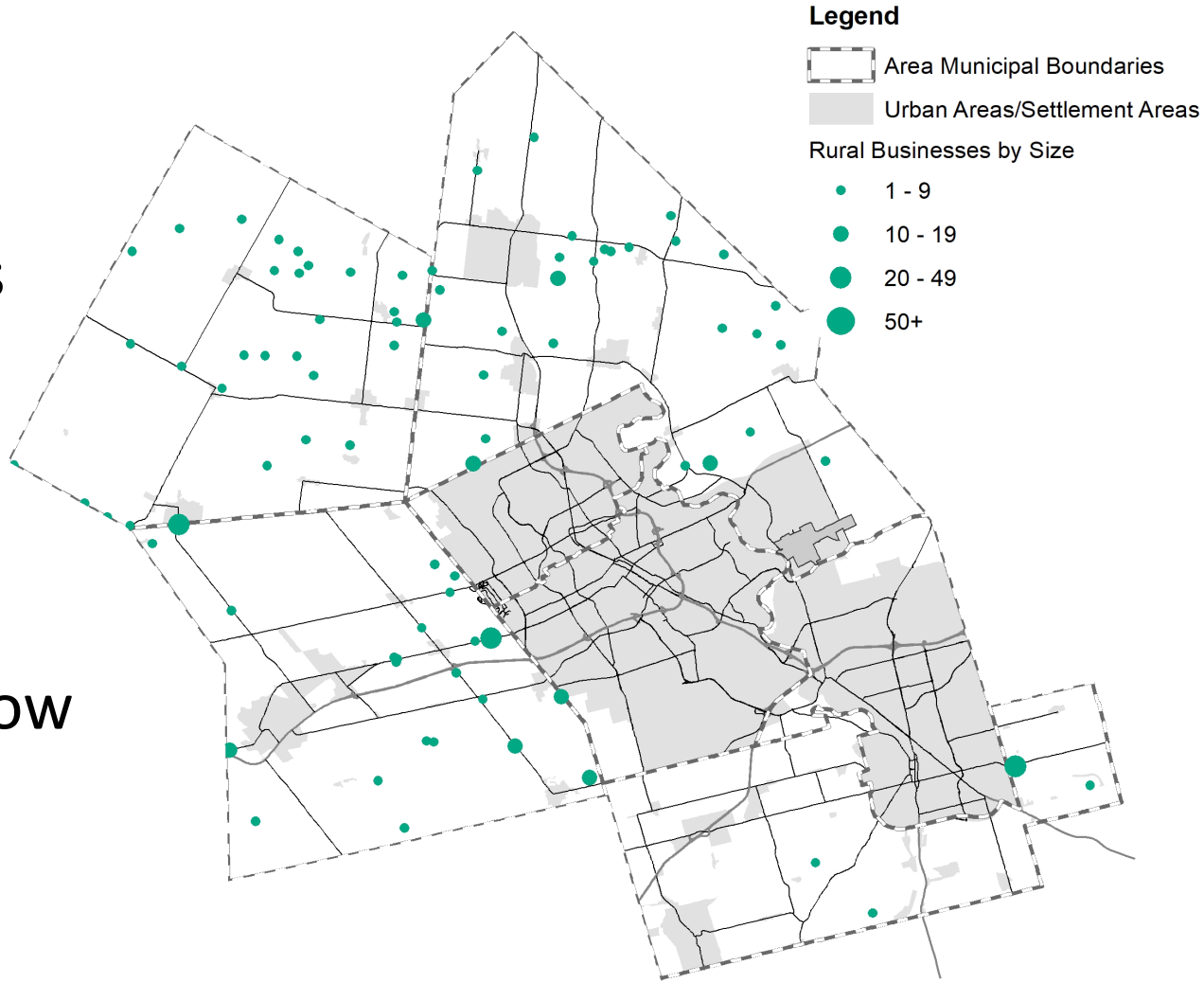
Workplaces and Jobs by Size of Workplace



- Businesses with 1-9 employees account for 62% of workplaces, but they only employ 12% of jobs
- 500+ businesses represent 0.4% of workplaces, but employ 28% of jobs

Rural Survey

- Primarily Industrial Businesses
- Rural manufacturers play a critical role in the local supply chain
- Two-thirds of rural business anticipate their business to grow



How is the data is used day-to-day?

- To visualize Waterloo Region's economic diversity and composition
- As an input for planning studies
- To inform square footage per employee assumptions for Development Charges Background studies
- For business retention and attraction efforts, such as business directories and sector support
- To assess labour force needs in key employment areas
- To inform investment attraction efforts

Next Steps

Data is shared with Area Municipalities and WaterlooEDC

Future survey anticipated in 2026 to align with the Census