



# Kawartha Lakes Business Count Insight Report **2022**



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# Introduction

## Welcome to the 2022 Kawartha Lakes Business Count.

This survey provides a snapshot of the Kawartha Lakes business community and will help better understand and strengthen the local economy, as well as inform policies and programs. The project provides a unique level of detail to:

1. Provide improved regional employment and workforce data
2. Assist in making informed decisions related to job and economic growth
3. Enhance communication channels between businesses and the municipality

This project is led by the City of Kawartha Lakes in partnership with the Bobcaygeon & Area Chamber of Commerce, Coboconk, Norland & Area Chamber of Commerce, Fenelon Falls & District Chamber of Commerce, the Lindsay & District Chamber of Commerce, and the Lindsay Downtown BIA (LDBIA).

## Methodology

As with the inaugural Kawartha Lakes Business Count survey last year, the 2022 survey was scoped to the specific geographies of downtowns and industrial areas throughout the municipality. These areas were chosen to pilot the survey methodology in preparation for expanding the survey area in future years. To begin the expansion work, the 2022 survey area also included several properties along Kent Street West, Lindsay.

The survey was conducted in July and August 2022 by a team of Summer Students from the City of Kawartha Lakes, local Chambers of Commerce, and the LDBIA. The survey was delivered in-person, by phone and online by methodically going door-to-door to each property in the survey areas gathering information wherever possible. While the survey team focused on the specific geographies of downtowns and industrial areas, the survey was also available online for any business in Kawartha Lakes to complete.

The survey data was collated, analysed, and the aggregated survey findings are presented in this report. The 18 NAICS (North American Industry Classification Scheme) codes have collapsed into four broader industry categories:

**Arts, Culture and Hospitality:** Accommodation and food services (72) + Arts, entertainment and recreation (71) + Information and cultural industries (51)

**Industry and Trades:** Manufacturing (31-33) + Construction (23) + Transportation and warehousing (48-49) + Wholesale trade (41) + Agriculture, forestry, fishing and hunting (11) + Mining, quarrying, and oil and gas extraction (21)

**Retail:** Retail trade (44-45)

**Services:** Professional, scientific and technical services (54) + Finance and insurance (52) + Real estate and rental and leasing (53) + Administrative/support, waste/remediation (56) + Public administration (91) + Other services (except public administration) (81) + Health care and social assistance (62) + Educational services (61)

## Survey Highlights

A total of 525 businesses and employment properties were surveyed in the 2021 Kawartha Lakes Business Count. Highlights reported by these businesses:

- A total of 4,175 jobs
- 1,853,137 sq ft floor space occupied by surveyed businesses
- 74% business surveyed plan to hire in the future

The 2022 Kawartha Lakes Business Count is the second year of data collection in this comprehensive pan-industry data collection project. The highlights show business insights from the survey pilot areas. These insights will continue to grow and become more representative of the Kawartha Lakes business community in subsequent years as the geographic scope of the survey expands.



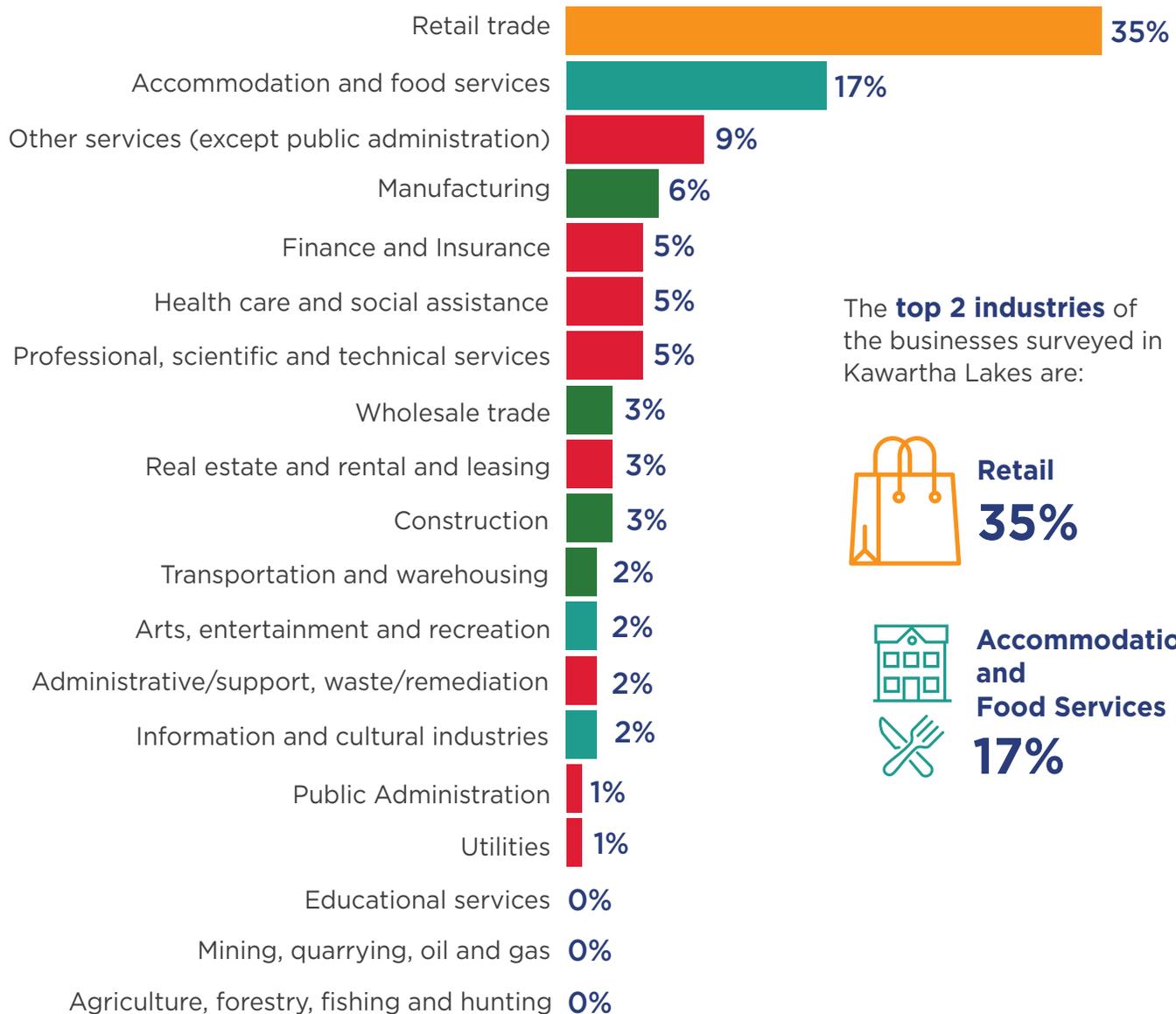
# Kawartha Lakes



**525** businesses in Kawartha Lakes participated in the survey.

## Businesses that completed the survey (by industry):

Legend: ■ Arts, Culture and Hospitality ■ Industry and Trades ■ Retail ■ Services



The **top 2 industries** of the businesses surveyed in Kawartha Lakes are:



**Retail**  
**35%**

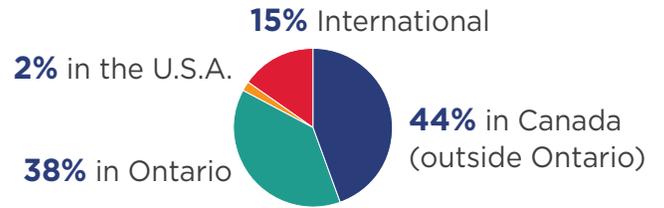


**Accommodation and Food Services**  
**17%**

# About the businesses:



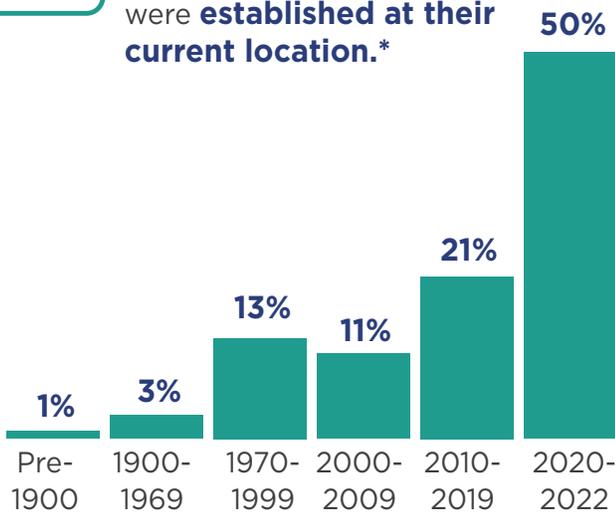
**18%** of businesses surveyed have sites **outside of the region:**



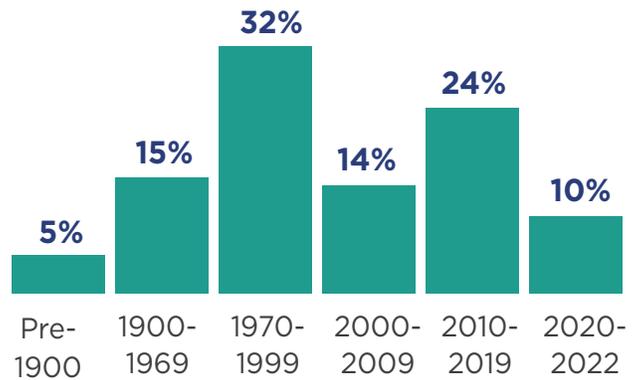
**1%** are **home based** businesses.



the businesses surveyed were **established at their current location.\***



the businesses surveyed were **established.\***



\* Year established and current location don't add to 100% due to rounding.



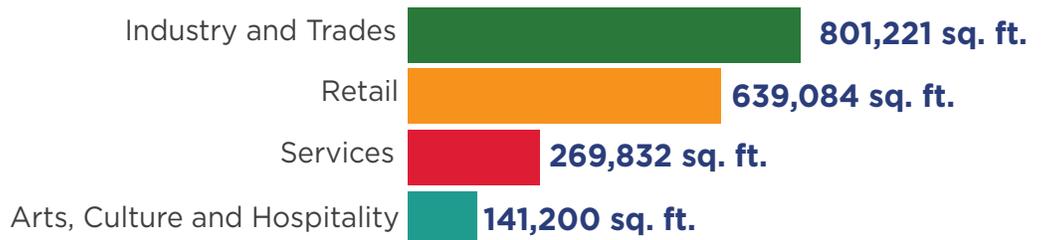
**57%** of businesses surveyed **lease** their site.

**43%** of businesses surveyed **own** their site.



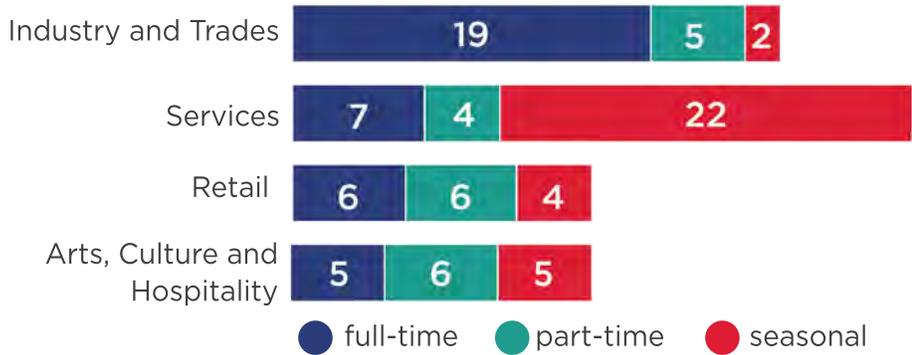
**Total square footage** covered by businesses surveyed:

**1,853,137 sq. ft.**

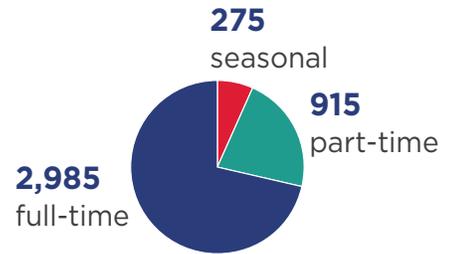


# About the employees:

**Average number of employees** per business surveyed (by Industry Group):



**4,175** is the **actual number of employees** reported by businesses surveyed.



**3%** of businesses surveyed **are unionized**.



**45%** of businesses surveyed reported a **skills shortage**.

# Future plans:



**We are hiring!**

**74%** of businesses surveyed **plan to hire in the future**.



**10%** of businesses surveyed **plan to expand their floor space**.

## Businesses hiring:

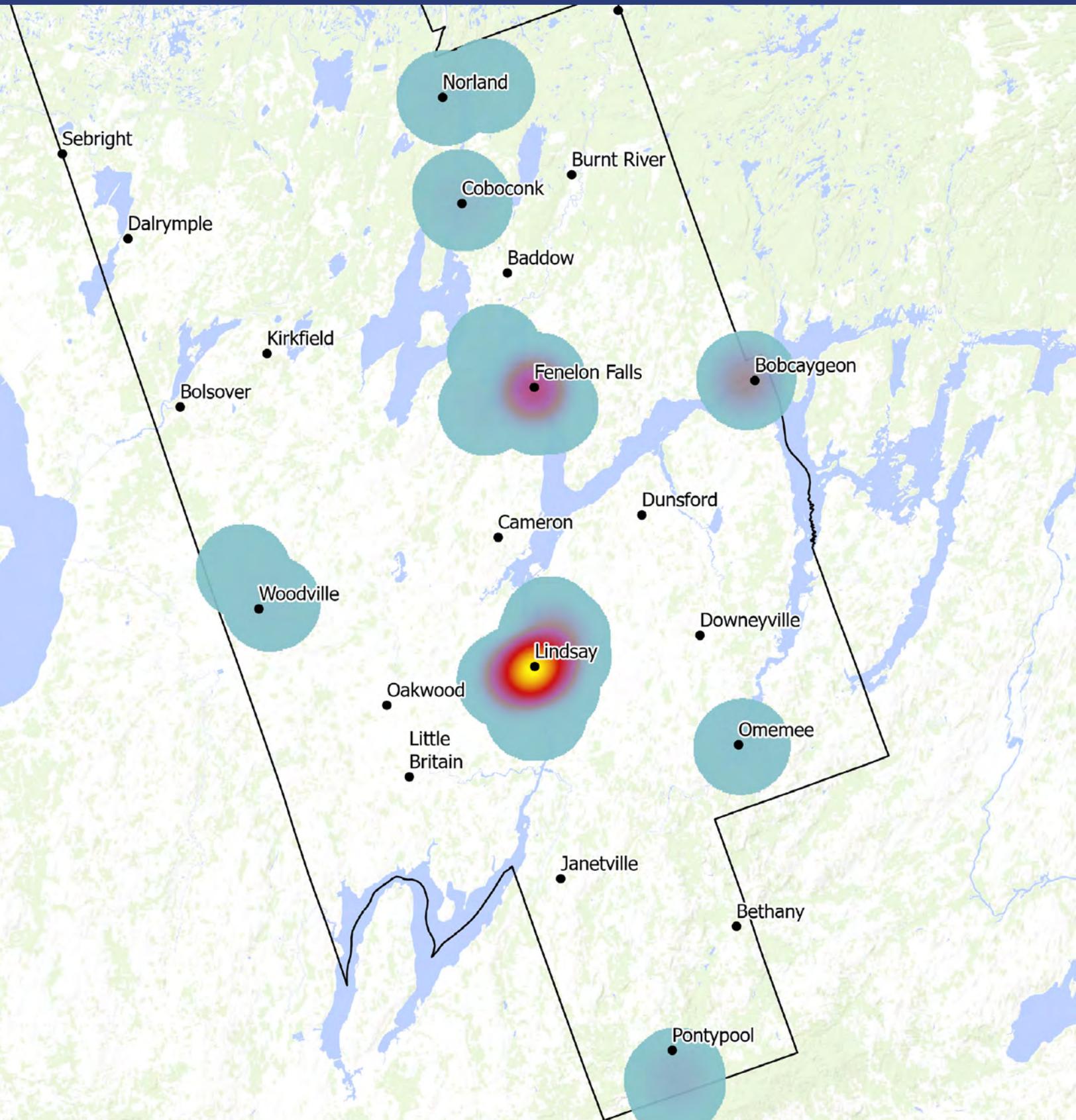


## Businesses expanding space:



## Kawartha Lakes Heat Map:

The 2022 Kawartha Lakes Business Count survey focused on downtown and industrial areas. This heat map shows the location of businesses that responded to the survey. The more businesses that responded from a particular geography, the heat map colour changes from blue to red to yellow.





# Bobcaygeon



**38** businesses in Bobcaygeon participated in the survey.

## Businesses that completed the survey (by industry):

Legend: ■ Arts, Culture and Hospitality ■ Industry and Trades ■ Retail ■ Services



The **top 2 industries** of the businesses surveyed in Bobcaygeon are:



**Retail**  
**47%**



**Accommodation and Food Services**  
**34%**

# About the businesses:



**5%** of businesses surveyed have sites **outside of the region:**

**50%** in Ontario



**50%** in Canada (outside Ontario)



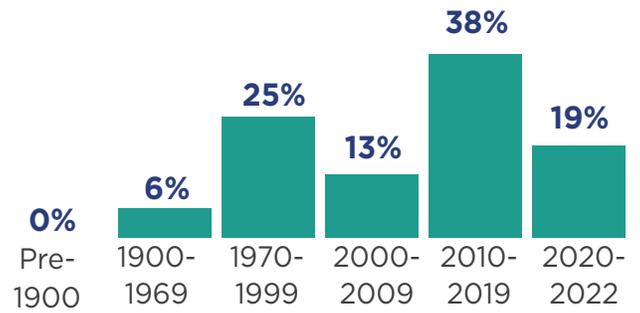
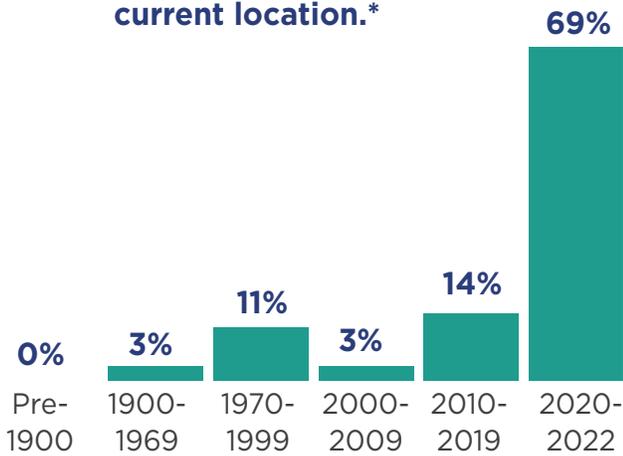
**0%** are **home based** businesses.



the businesses surveyed were **established at their current location.\***



the businesses surveyed were **established.\***



\* Year established and current location don't add to 100% due to rounding.



**73%** of businesses surveyed **lease** their site.

**27%** of businesses surveyed **own** their site.



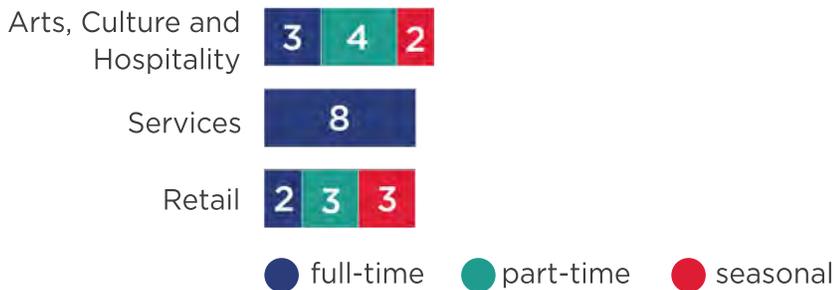
**Total square footage** covered by businesses surveyed:

**49,200 sq. ft.**

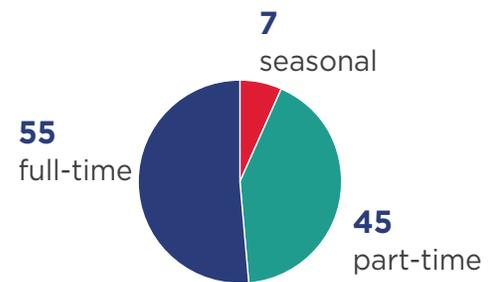


## About the employees:

**Average number of employees** per business surveyed  
(by Industry Group):



**107** is the **actual number of employees** reported by businesses surveyed.



**0%** of businesses surveyed **are unionized**.



**25%** of businesses surveyed reported a **skills shortage**.

## Future plans:



**We are hiring!**  
**67%** of businesses surveyed **plan to hire in the future**.



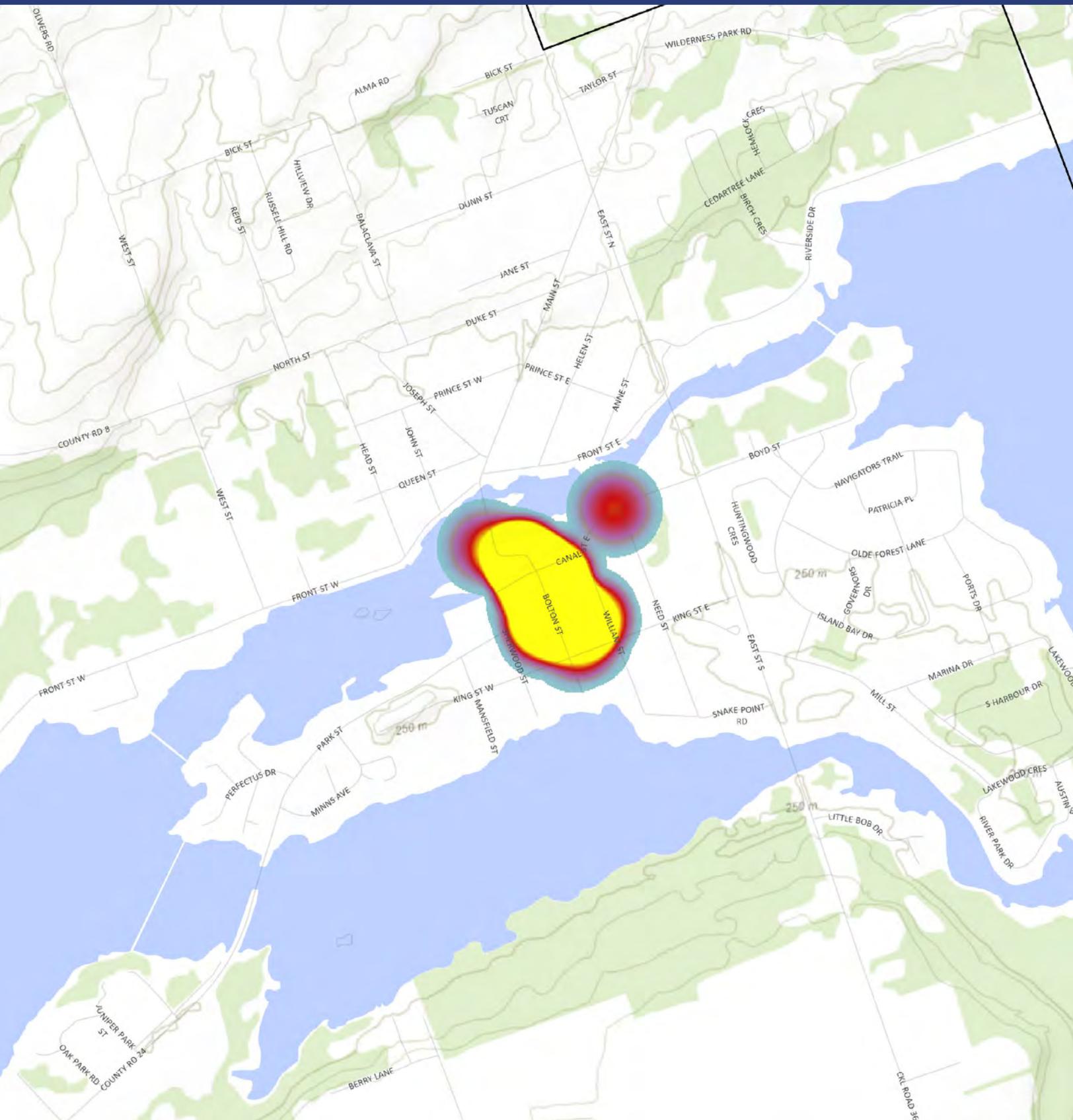
**0%** of businesses surveyed **plan to expand their floor space**.

### Businesses hiring:



# Bobcaygeon Heat Map:

The 2022 Kawartha Lakes Business Count survey focused on downtown and industrial areas. This heat map shows the location of businesses that responded to the survey. The more businesses that responded from a particular geography, the heat map colour changes from blue to red to yellow.





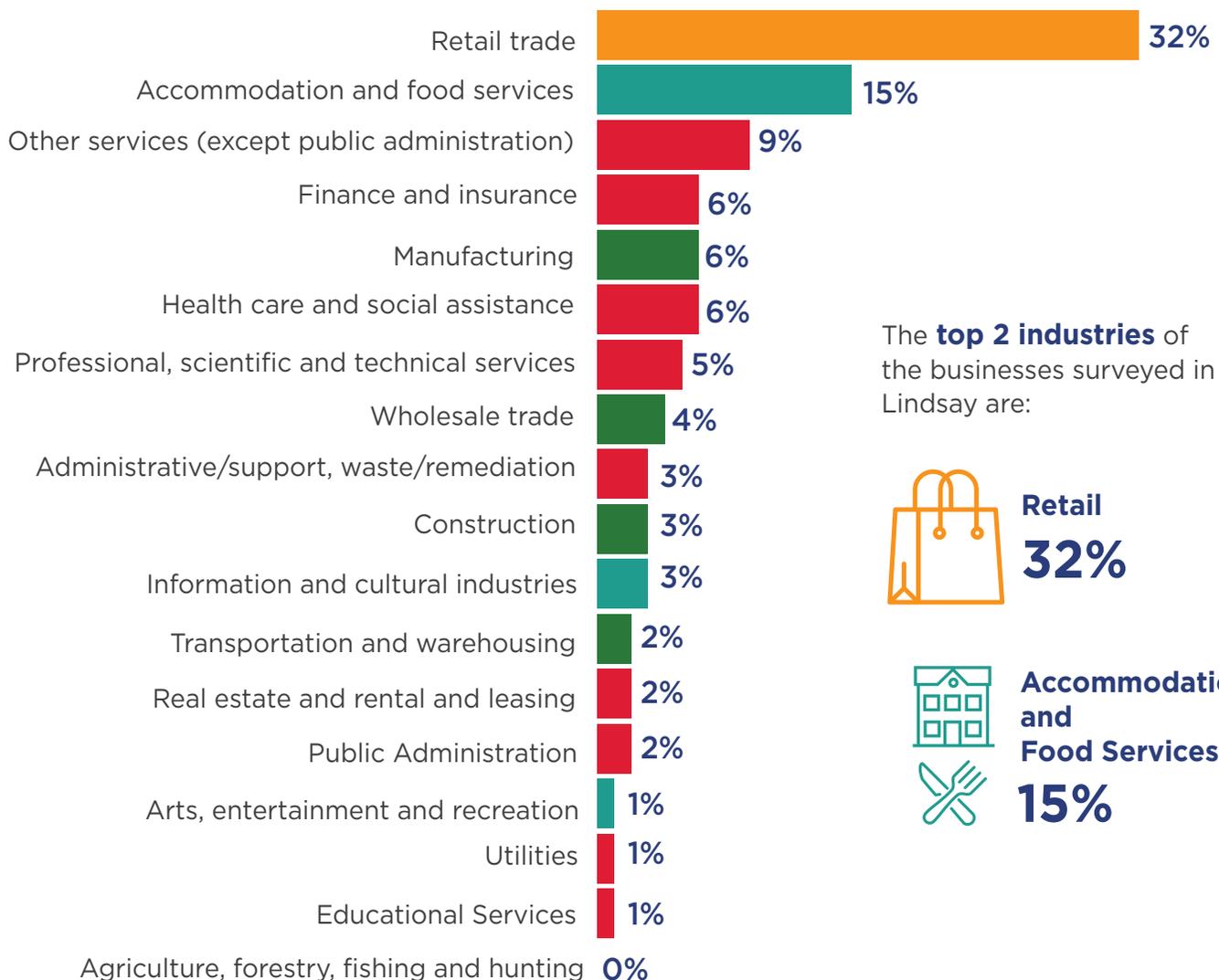
# Lindsay



**350** businesses in Lindsay participated in the survey.

## Businesses that completed the survey (by industry):

Legend: ■ Arts, Culture and Hospitality ■ Industry and Trades ■ Retail ■ Services



The **top 2 industries** of the businesses surveyed in Lindsay are:



**Retail**  
**32%**

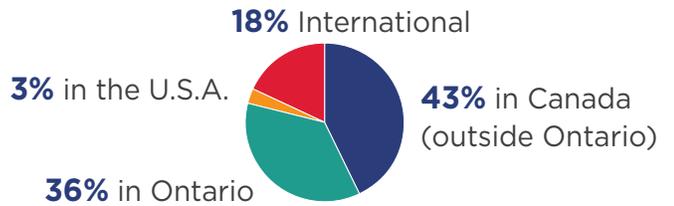


**Accommodation and Food Services**  
**15%**

# About the businesses:



**22%** of businesses surveyed have sites **outside of the region:**



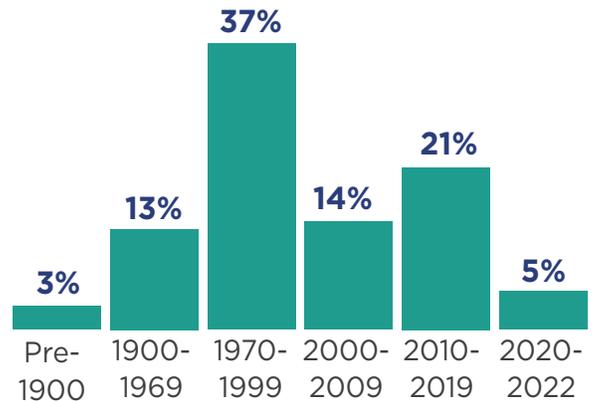
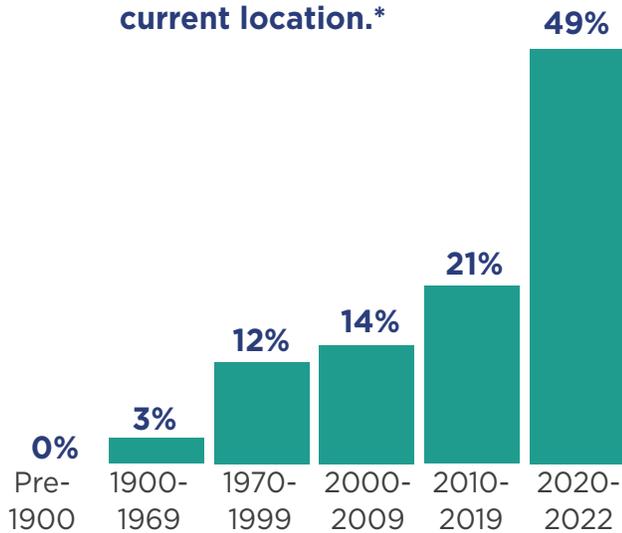
**0.3%** are **home based** businesses.



the businesses surveyed were **established at their current location.\***



the businesses surveyed were **established.\***



\* Year established and current location don't add to 100% due to rounding.

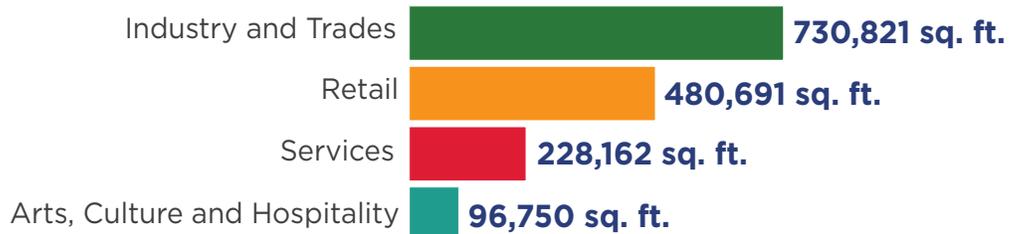


**64%** of businesses surveyed **lease** their site.

**36%** of businesses surveyed **own** their site.

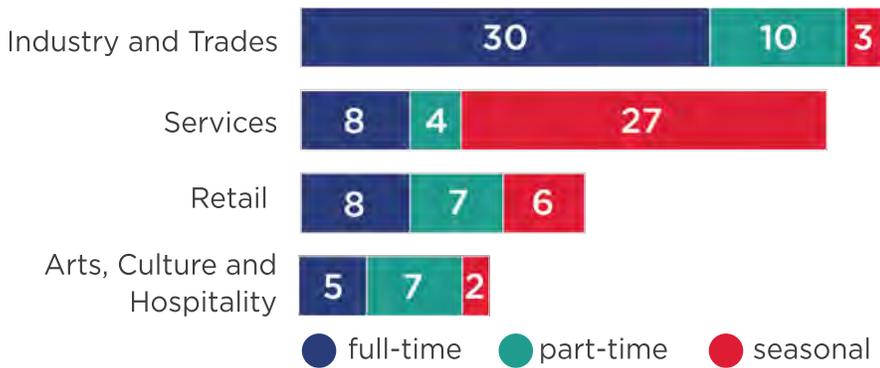


**Total square footage** covered by businesses surveyed:  
**1,536,424 sq. ft.**

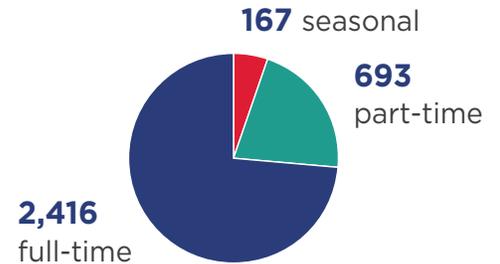


# About the employees:

**Average number of employees** per business surveyed (by Industry Group):



**3,276** is the **actual number of employees** reported by businesses surveyed.



**3%** of businesses surveyed **are unionized**.



**49%** of businesses surveyed reported a **skills shortage**.

# Future plans:



**We are hiring!**  
**77%** of businesses surveyed **plan to hire in the future**.



**9%** of businesses surveyed **plan to expand their floor space**.

## Businesses hiring:

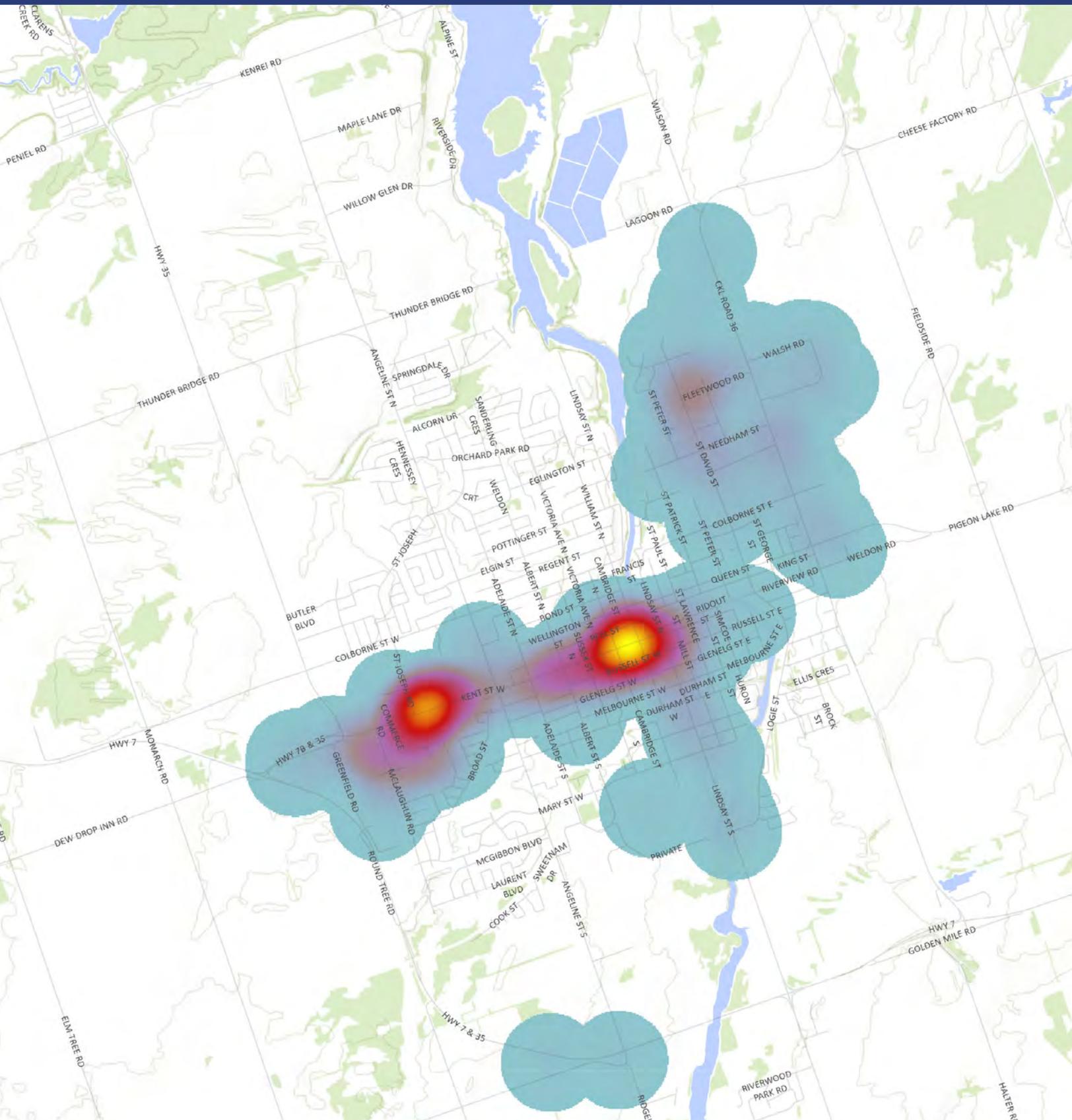


## Businesses expanding space:



# Lindsay Heat Map:

The 2022 Kawartha Lakes Business Count survey focused on downtown and industrial areas. This heat map shows the location of businesses that responded to the survey. The more businesses that responded from a particular geography, the heat map colour changes from blue to red to yellow.





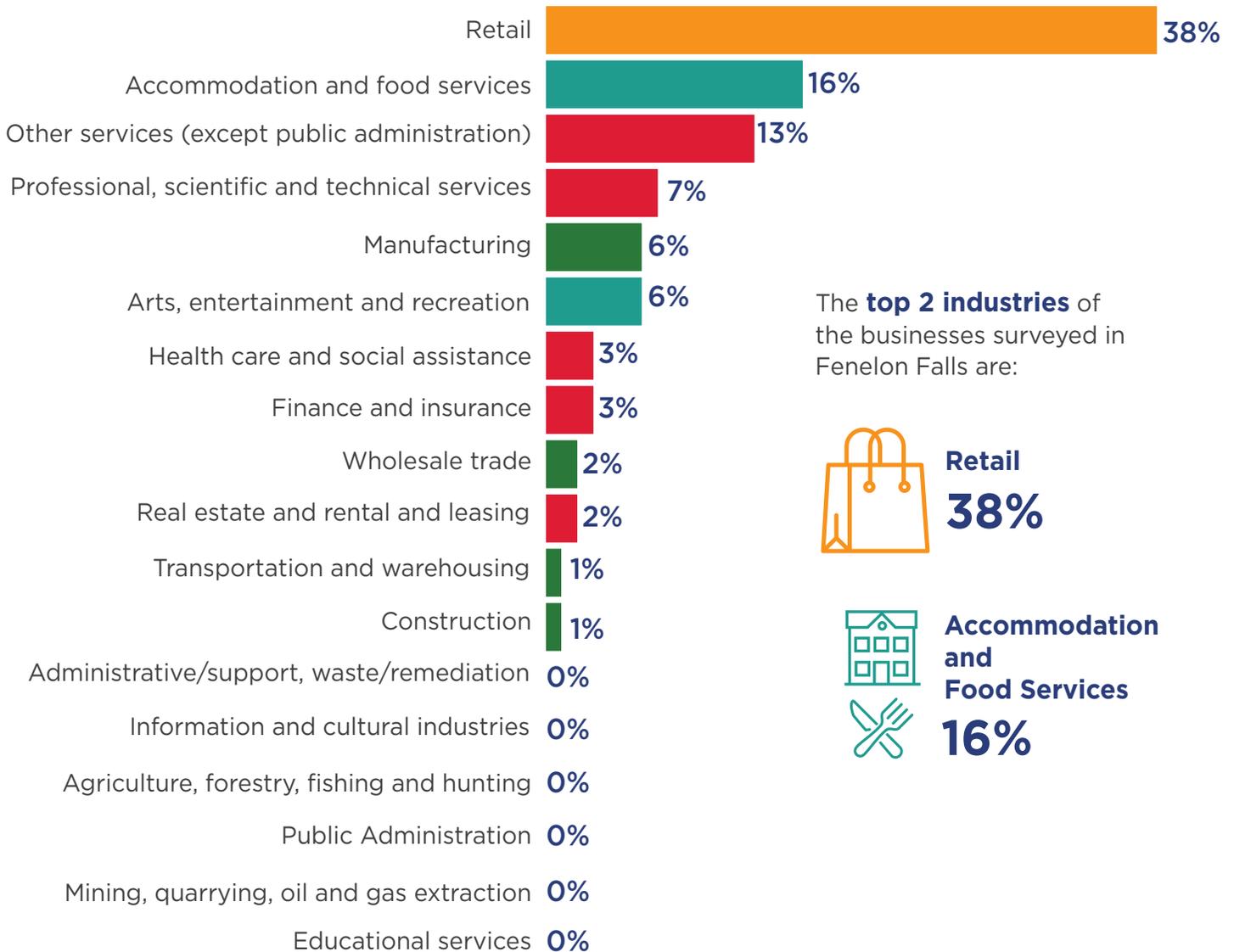
# Fenelon Falls



**98** businesses in Fenelon Falls participated in the survey.

## Businesses that completed the survey (by industry):

Legend: ■ Arts, Culture and Hospitality ■ Industry and Trades ■ Retail ■ Services



The **top 2 industries** of the businesses surveyed in Fenelon Falls are:



**Retail**  
**38%**



**Accommodation and Food Services**  
**16%**

# About the businesses:



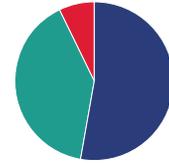
**15%** of businesses surveyed have sites **outside of the region:**



**4%** are **home based** businesses.

7% International

40% in Ontario



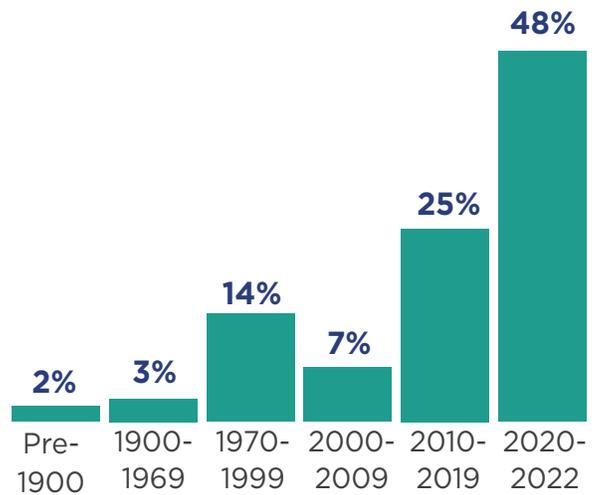
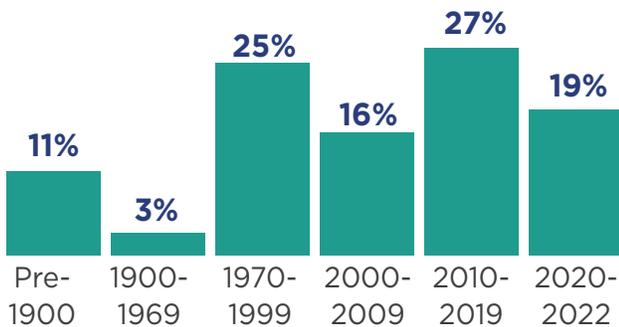
**53%** in Canada (outside Ontario)



the businesses surveyed were **established at their current location.\***



the businesses surveyed were **established.\***



\* Year established and current location don't add to 100% due to rounding.



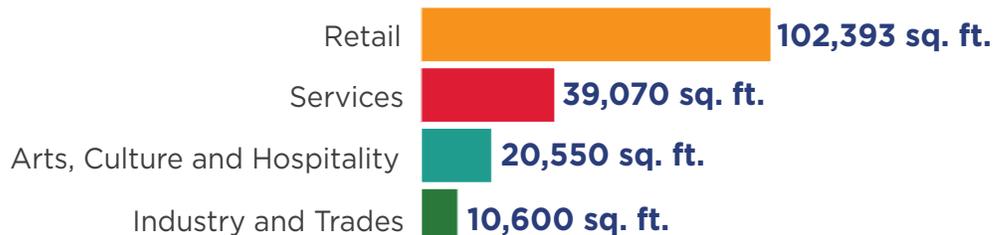
**44%** of businesses surveyed **lease** their site.

**56%** of businesses surveyed **own** their site.



Total square footage covered by businesses surveyed:

**172,613 sq. ft.**

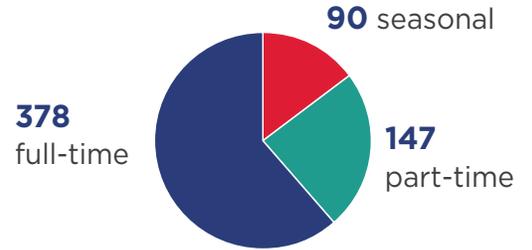


# About the employees:

**Average number of employees** per business surveyed (by Industry Group):



**615** is the **actual number of employees** reported by businesses surveyed.



**3%** of businesses surveyed **are unionized**.



**39%** of businesses surveyed reported a **skills shortage**.

# Future plans:



**We are hiring!**

**73%** of businesses surveyed **plan to hire in the future**.



**14%** of businesses surveyed **plan to expand their floor space**.

## Businesses hiring:

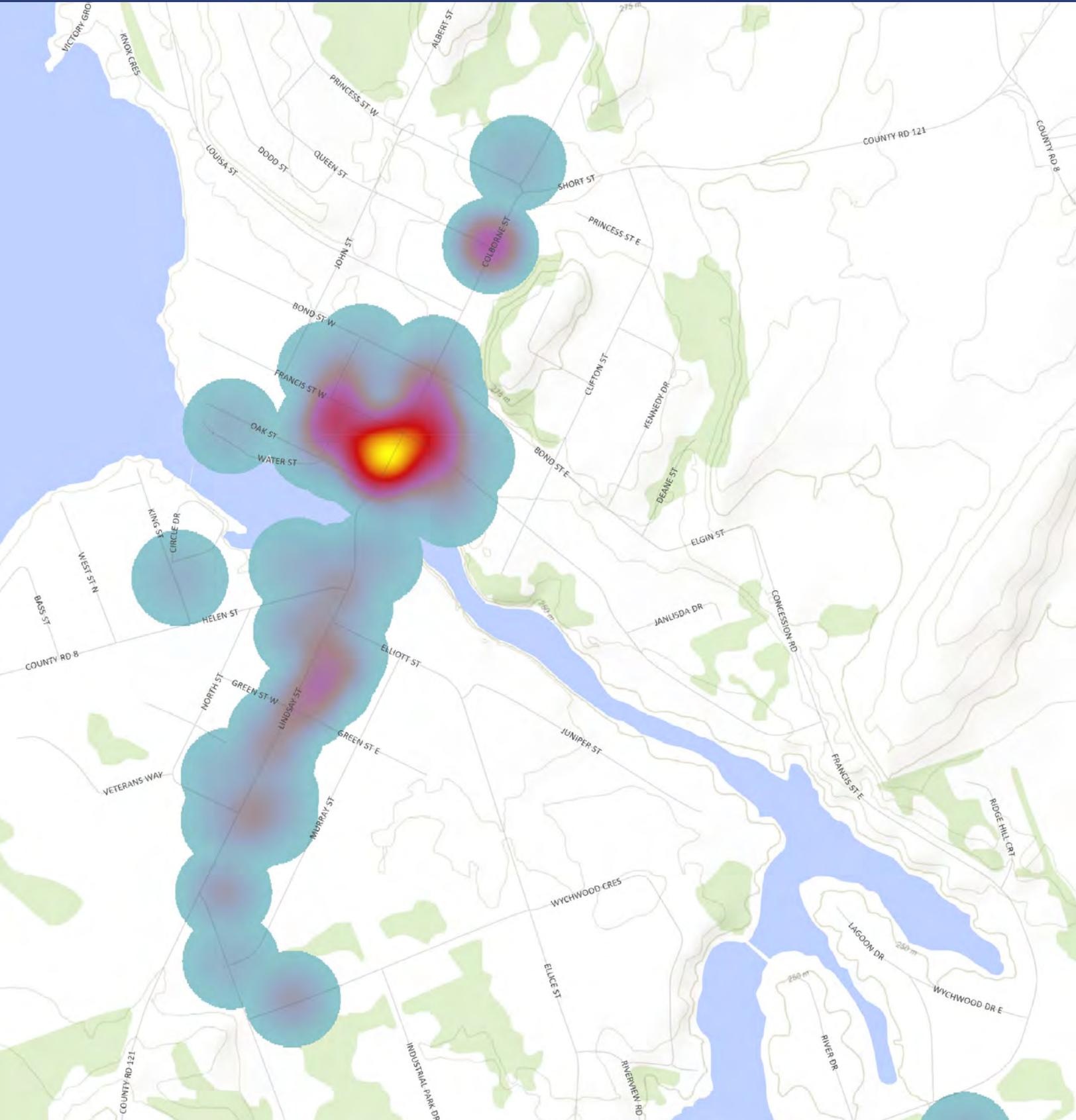


## Businesses expanding space:



# Fenelon Falls Heat Map:

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For more information, please visit:

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



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