

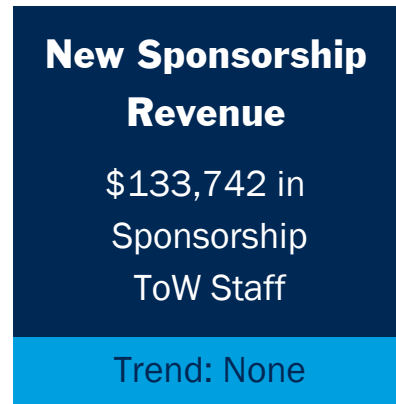
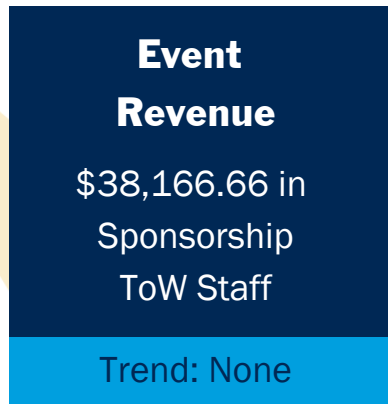
TOWN OF WHITBY

ECONOMIC INDICATORS

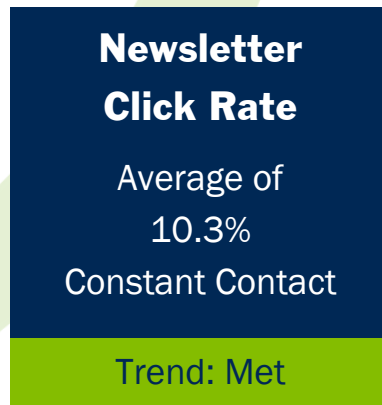
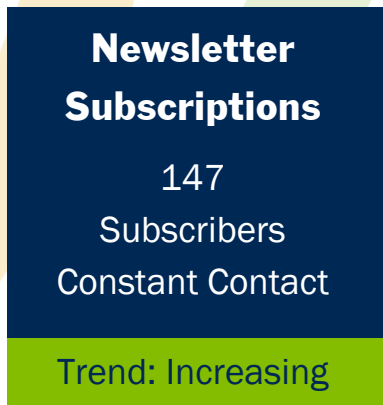
Q4 2022



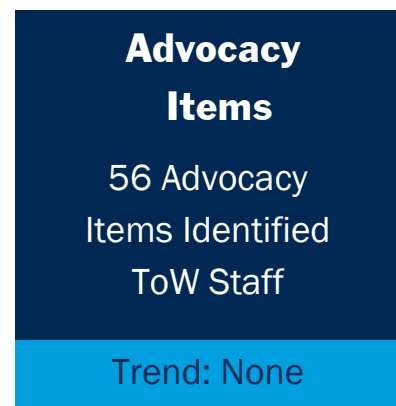
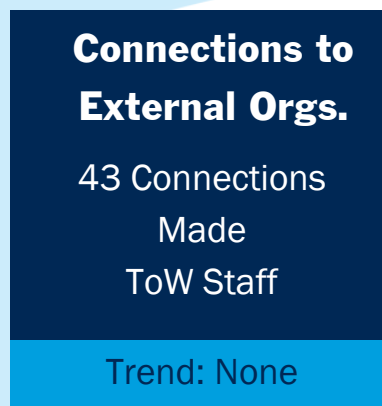
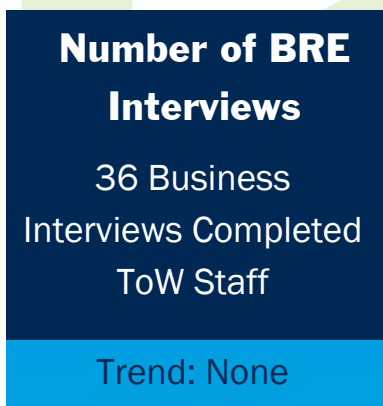
Advertising and Sponsorship



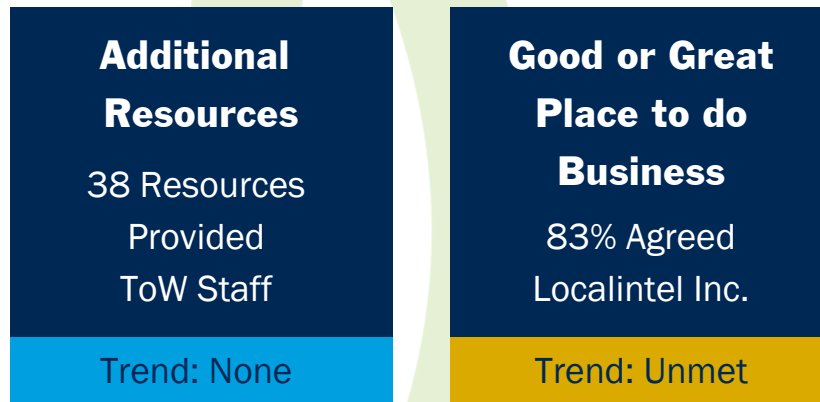
Social Media and Newsletter



Business Retention and Expansion



Business Expansion and Retention



Investment Indicators



Community Profile

Total Population

145,100
Residents
Localintel Inc.

Trend: Increasing

Labor Force Participation

65.7%
(Oshawa CMA)
Localintel Inc.

Trend: Decreasing

Unemployment Rate

7.7%
(Oshawa CMA)
Localintel Inc.

Trend: Decreasing

Total Establishments

3,317
Localintel Inc.

Trend: Increasing

Median Household Income

\$116,600
Localintel Inc.

Trend: Increasing

Median Individual Income

\$46,300
Localintel Inc.

Trend: Increasing

Median Age

40 Years
Localintel Inc.

Trend: None

Home Ownership Rate

83.3%
Localintel Inc.

Trend: None