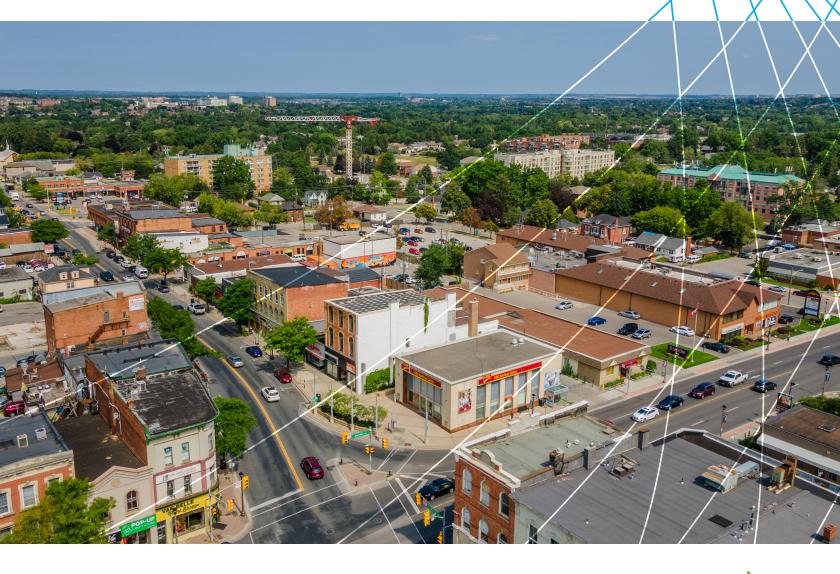
TOWN OF WHITBY

# ECONOMIC INDICATORS

Q4 2022





#### **Advertising and Sponsorship**

#### Event Revenue

\$38,166.66 in Sponsorship ToW Staff

Trend: None

### Total Facility Revenue

\$283,482 in Sponsorship ToW Staff

Trend: None

### New Sponsorship Revenue

\$133,742 in Sponsorship ToW Staff

Trend: None

#### Social Media and Newsletter

# Newsletter Subscriptions

147
Subscribers
Constant Contact

Trend: Increasing

#### Newsletter Click Rate

Average of 10.3%
Constant Contact

Trend: Met

# Social Impressions

77,162 Impressions ToW Staff

Trend: None

#### **Business Retention and Expansion**

### Number of BRE Interviews

36 Business
Interviews Completed
ToW Staff

Trend: None

# **Connections to External Orgs.**

43 Connections

Made

ToW Staff

Trend: None

#### Advocacy Items

56 Advocacy Items Identified ToW Staff

Trend: None

#### **Business Expansion and Retention**

#### Additional Resources

38 Resources
Provided
ToW Staff

Trend: None

# Good or Great Place to do

83% Agreed Localintel Inc.

**Business** 

Trend: Unmet

#### **Investment Indicators**

# Total Investment Inquiries

79 Inquiries
Made
ToW Staff

Trend: Decreasing

# Suitable Sites Submitted

97% Response Rate ToW Staff

Trend: None

#### Lead Source

32 Direct, 32 Region, 15 Realtor ToW Staff

Trend: None

# Investment Lead Type

23 Commercial 56 Industrial ToW Staff

Trend: None

#### Planning Submissions

33 Submissions Reviewed ToW Staff

Trend: None

#### Lead Status

65 Open Inquiries ToW Staff

Trend: None

#### **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 <u>Hous</u>ehold 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