

TOWN OF WHITBY

ECONOMIC INDICATORS

2025



whitby.ca/Invest





Economic Development Indicators

As part of the 2022-2026 Economic Development Strategy, Economic Development staff were tasked with establishing economic indicators. This document outlines each economic indicator and highlights how each metric is calculated on an annual basis to ensure consistency from one period to the next.

Metrics Definitions and Calculation

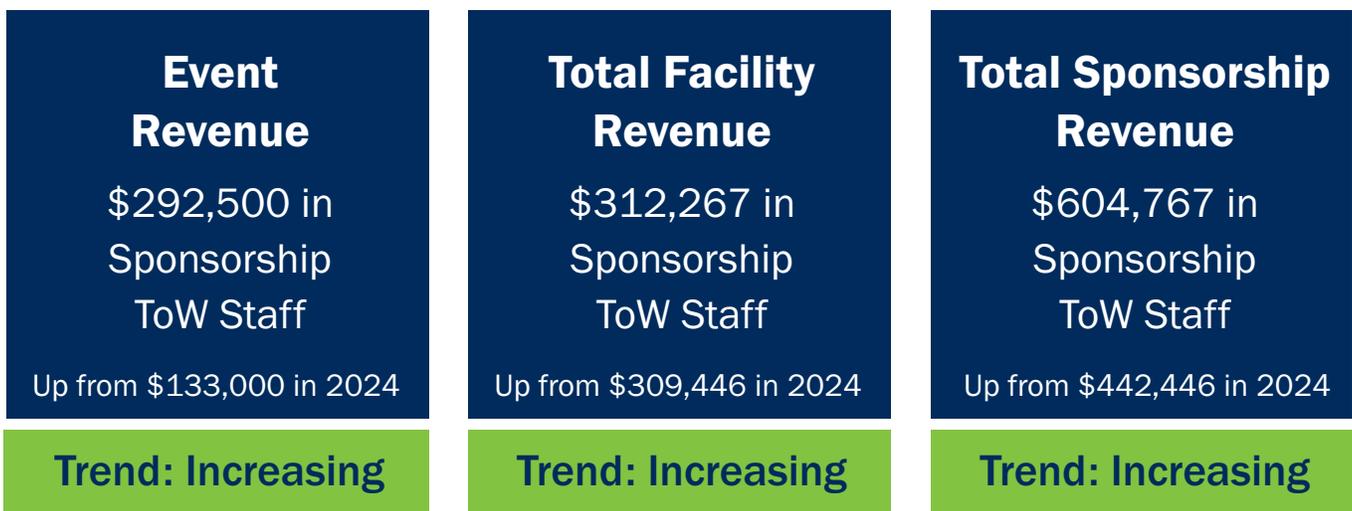
Advertising and Sponsorship Indicators

Event Revenue: This metric tracks the total value of sponsorships sold for municipal events taking place within the calendar year. This information is tracked by the Economic Development team.

Total Facility Revenue: This metric tracks the total value of advertising and sponsorship sold within municipal facilities within the calendar year. This information is tracked by the Economic Development team.

Total Sponsorship Revenue: This metric tracks the total value of sponsorships sold (new or renewed) during the calendar year. This information is tracked by the Economic Development team.

ADVERTISING AND SPONSORSHIP INDICATORS





Metrics Definitions and Calculation

Community Profile Indicators

Total Population: The Town of Whitby's population, this information is tracked by Localintel using Statistics Canada data.

Labour Force Participation: Labour force participation is an estimate of an economy's active workforce. The formula is the number of people ages 16 and older who are employed or actively seeking employment, divided by the total noninstitutionalized, civilian working-age population. The working age population refers to people aged 16 to 64. This information is tracked by Localintel using Statistics Canada data. It should be noted that this information is for the Oshawa Census Metropolitan Area (which includes the Town of Whitby), as information is not available for the Town of Whitby alone.

Unemployment Rate: The Unemployment Rate tracks the percentage of the working-age population that is currently unemployed and seeking employment. This information is tracked by Localintel using Statistics Canada data. It should be noted that this information is for the Oshawa Census Metropolitan Area (which includes the Town of Whitby), as information is not available for the Town of Whitby alone.

Total Establishments: The total number of businesses registered in the Town of Whitby. This information is tracked by Localintel using Statistics Canada data.

Median Household Income: Whitby's median household income, this information is tracked by Localintel using Statistics Canada data.

Median Individual Income: Whitby's median individual income, this information is tracked by Localintel using Statistics Canada data.

Median Age: The median age in Whitby, this information is tracked by Localintel using Statistics Canada data.

Home Ownership Rate: The rate of home ownership (vs. rental) in Whitby, this information is tracked by Localintel using Statistics Canada data.

Maintained: Metric remains the same value as 2024 figures/calculation.



COMMUNITY PROFILE INDICATORS

Total Population

158,900

Residents

Localintel Inc.

Up from 154,000 in 2024

Trend: Increasing

Labour Force Participation

66.7%

(Oshawa CMA)

Localintel Inc.

Trend: Maintained

Unemployment Rate

7.2%

Durham Workforce

Authority

Up from 6.8% in 2024

Trend: Increasing

Total Establishments

4,009

Localintel Inc.

Up from 3,904 in 2024

Trend: Increasing

Median Household Income

\$136,200

Localintel Inc.

Up from \$131,600 in 2024

Trend: Increasing

Median Individual Income

\$51,800

Localintel Inc.

Up from \$50,500 in 2024

Trend: Increasing

Median Age

40 Years

Localintel Inc.

Trend: Maintained

Home Ownership Rate

82%

Localintel Inc.

Trend: Maintained



Metrics Definitions and Calculation

Social Media & Newsletter Indicators

Newsletter Subscription: This metric represents the total number of subscribers to the Economic Development Newsletter. This information is tracked by the Economic Development team through the Town’s newsletter platform.

Newsletter Click Rate: This metric tracks the percentage of individuals who click on at least one story within the newsletter. The raw metric will be provided, and it will be tracked as Met/Unmet based on whether the Town of Whitby is able to exceed the industry average provided by the Town’s newsletter platform.

LinkedIn Impressions: This metric represents the total number of times users interact with a post. This could include ‘likes’, ‘reposts’, or clicks on embedded links. This information is tracked by the Economic Development team through the Town’s social media management platform.

LinkedIn Followers: This metric represents the total number of followers on the Invest Whitby LinkedIn channel. This information is tracked by the Economic Development team through LinkedIn.

SOCIAL MEDIA & NEWSLETTER INDICATORS



Note: LinkedIn impressions and follower metrics reflect a partial-year reporting period. The Invest Whitby LinkedIn channel was launched in May 2025; therefore, the reported metrics represent activity from May to December 2025 only.



Metrics Definitions and Calculation

2025 Local Business Week

Number of Events Hosted: This metric represents the total number of events hosted during Local Business Week, either by Invest Whitby or in partnership with business organizations. This information is tracked by the Economic Development team.

Total Event Attendees: This metric tracks the number of attendees at Invest Whitby-led Local Business Week events (i.e. not partner-led events). This information is tracked by the Economic Development team.

Number of Business Visits: This metric represents the total number of businesses visited by staff, partners, and members of Council during Local Business Week. This information is tracked by the Economic Development team.

Number of Employees Represented: This metric represents the total number of employees represented through the business visits conducted during Local Business Week. This information is tracked by the Economic Development team.

2025 LOCAL BUSINESS WEEK INDICATORS

<p>No. of Events Hosted 7 Events ToW Staff</p>	<p>Total Event Attendees 200 Attendees ToW Staff</p>	<p>No. of Business Visits 119 Businesses ToW Staff</p>	<p>No. of Employees Represented 2,196 Employees ToW Staff</p>
<p>New Indicator</p>	<p>New Indicator</p>	<p>New Indicator</p>	<p>New Indicator</p>

Note: Local Business Week indicators reflect a change in program format in 2025. While Local Business Week was conducted in 2024, the initiative shifted in 2025 from a sole focus on business visits to a combination of business visits and business-focused events. This updated format will continue in 2026, at which time trends will be reported based on a consistent program approach.



Metrics Definitions and Calculation

Investment Indicators

Total Investment Inquiries Made: This metric tracks the number of investment inquiries made to the Economic Development Division. This information is tracked by the Economic Development team. The type of investment lead (i.e., industrial or commercial) is also tracked by the Economic Development team.

Suitable Sites Submitted: This metric indicates the percentage of time the Town of Whitby can respond to an inquiry meeting all requirements. It is calculated as a percentage of the total number of investment inquiries. Our benchmark is 95%. This information is tracked by the Economic Development team.

Planning Submissions Reviewed: This metric tracks the number of Town of Whitby planning applications where the Economic Development team provides its perspective. This information is tracked by the Economic Development team.

Lead Status: This metric tracks the number of active investment inquiries. Inquiries are classified as open until such a time that we have been informed a suitable site has been found, or the 12-month follow-up has taken place (whichever is sooner). This information is tracked by the Economic Development team.



INVESTMENT INDICATORS

Total Investment Inquiries

35
Inquiries Made
ToW Staff

Up from 26 in 2024

Trend: Increasing

Suitable Sites Submitted

88.6%
Response Rate
ToW Staff

Up from 80.8% in 2024

Trend: Increasing

Planning Submissions

31 Submissions
Reviewed
ToW Staff

Down from 52 in 2024

Trend: Decreasing

Lead Status

33 Open,
2 Closed Inquiries
ToW Staff

Trend: Maintained



Metrics Definitions and Calculation

Business Retention and Expansion (BR+E) Indicators

Number of BR+E Interviews: This metric tracks the number of formal economic development Business Retention and Expansion interviews conducted in a calendar year. This information is tracked by the Economic Development team, and will be tracked as Met/Unmet based on whether the Economic Development team can hold two meetings a week on average.

Connections to External Organizations: This metric tracks the number of introductions to public/private organizations that meet the needs of the business being interviewed. This information is tracked by the Economic Development team.

Advocacy Items: This metric tracks the number of issues identified in the BR+E interviews where the economic development team could play a role in addressing them now and in the future. This information is tracked by the Economic Development team.

Additional Resources Provided: This metric tracks additional information provided to local businesses as a result of a BR+E interview. This information is tracked by the Economic Development team.

Good or Great Place to do Business: This metric tracks the percentage of BR+E respondents who deem the Town of Whitby a good, or great place to do business. This information is tracked by the Economic Development team, and it will be tracked as Met/Unmet based on whether the Town can meet a rate of 85%.



BUSINESS RETENTION AND EXPANSION INDICATORS

Business Retention and Expansion (BR+E) activity in 2025 reflects a **partial-year** reporting period. The program was temporarily paused due to staffing capacity and relaunched in June 2025 following the hiring of a dedicated staff resource. As a result, 2025 figures represent activity from June to December only. With the program now fully staffed and operational, activity levels are expected to increase in 2026, with a full year of program delivery and more than four BR+E interviews per month.

Additional Resources

41 Resources
Provided
ToW Staff

Down from 77 in 2024

Trend: Decreasing

Advocacy Items

50 Advocacy
Items Identified
ToW Staff

Down from 72 in 2024

Trend: Decreasing

Connections to External Orgs.

56 Connections
Made
ToW Staff

Up from 40 in 2024

Trend: Increasing

Number of BR+E Interviews

27 Business
Interviews Completed
ToW Staff

Down from 38 in 2024

Trend: Unmet

Good or Great Place to do Business

63% Agreed
ToW Staff

Down from 68% in 2024

Trend: Unmet



Metrics Definitions and Calculation

Time-Based Metrics

Quarter (X) New Job Postings: These metrics track the total number of new job postings across all industries within a quarter. A new job posting reflects only the jobs that were posted within the specified time period. This information is tracked by the Economic Development team using customized data from the Durham Workforce Authority specific to the Town of Whitby (TOW).

New Job Postings to Date: This metric tracks the year-to-date total number of new job postings across all industries. This information is tracked by the Economic Development team using customized data from the Durham Workforce Authority specific to the Town of Whitby.

Quarter (X) Year to Year (YtY) : These metrics track the annual change in year-to-year new job posting across all industries. This information is tracked by the Economic Development team using customized data from the Durham Workforce Authority specific to the Town of Whitby.

New Job Postings to Date Year to Year (YtY): This metric track the annual change of the total number of new job postings across all industries. This information is tracked by the Economic Development team using customized data from the Durham Workforce Authority specific to the Town of Whitby.



TIME-BASED METRICS (TOW)



New Job Postings to Date (2025): 8,415 - **Trend: Decreasing**
Down from 9,704 New Job Postings in 2024 (-1,289 Postings)

YEAR-TO-YEAR (2024-2025)



New Job Postings to Date Year-to-Year - **13% Decrease**



Metrics Definitions and Calculation

Job-Based Metrics

North American Industry Classification System (NAICS) in order of most job postings: Every industry in Canada is classified into the NAICS. This metric will highlight the **top ten industries hiring** within the Town of Whitby by number of job postings per year. This information is tracked by the Economic Development team using data from the Durham Workforce Authority.

Number of Job Postings to date: This metric tracks the year-to-date total number of new job postings within the top ten NAICS industries. This information is tracked by the Economic Development team using data from the Durham Workforce Authority.

Job Postings to Date Year to Year: These metrics track the annual change in the total number of new job postings within the top ten NAICS industries. This information is tracked by the Economic Development team using data from the Durham Workforce Authority. **Note:** *this metric differs from page 11's Job Postings to Date Year to Year, as it is only inclusive of the ten industries listed below.*

North American Industry Classification System (In order of most job postings - 2025)	Number of Job Postings in 2025
62 Health care and social assistance	1,617
44-45 Retail Trade	1,164
54 Professional, scientific and technical services	624
56 Administrative and support, waste management and remediation services	575
61 Educational services	508
72 Accommodation and food services	397
31-33 Manufacturing	351
81 Other services (except public administration)	280
91 Public administration	216
23 Construction	200

Job Postings to Date Year-to-Year (2024-2025): - **17% Decrease**