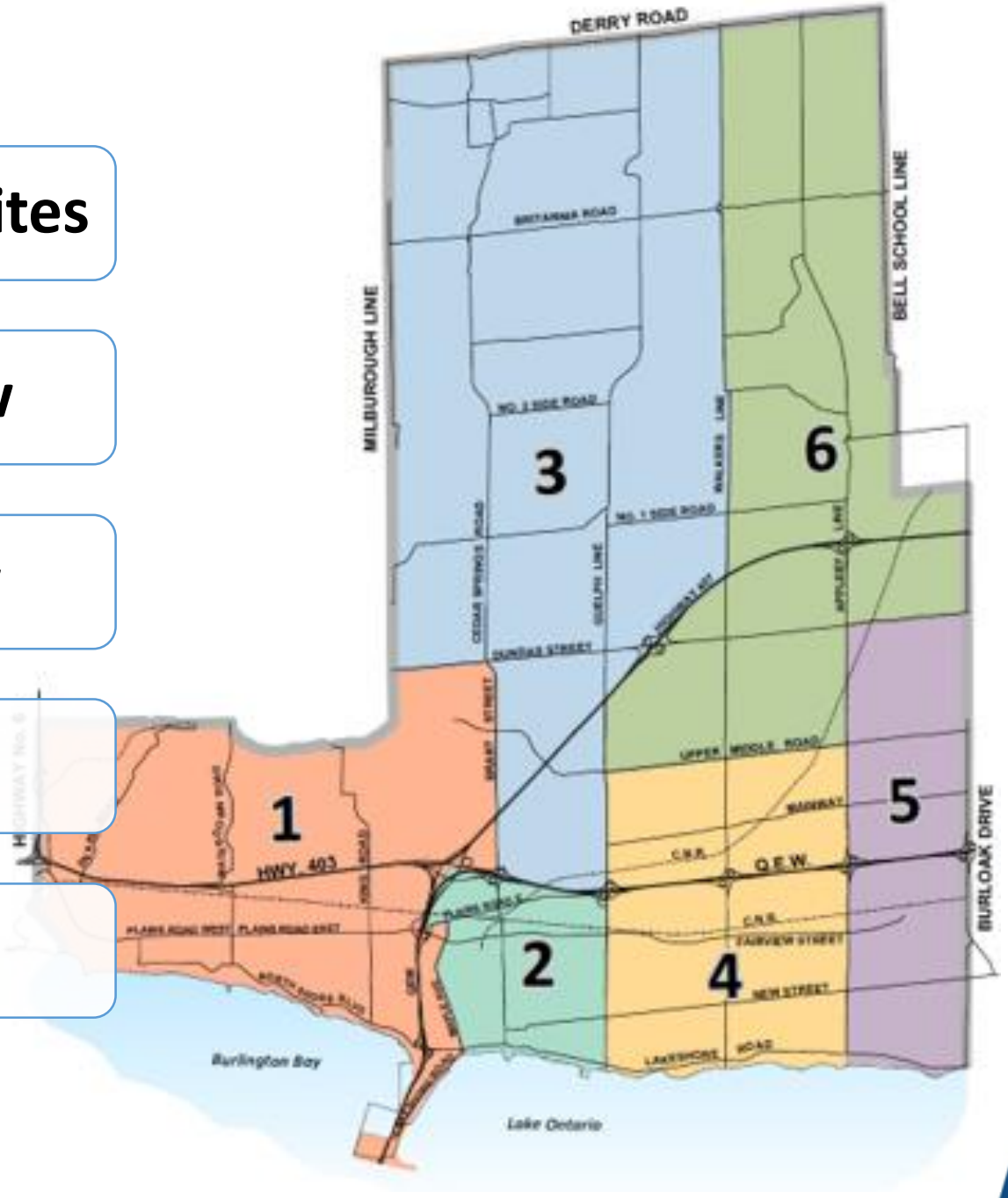
Burlington and Ward Overview

BurlingtonSites

- What is BurlingtonSites
- Burlington Overview
- Wards 1-6 Overview
- Key Findings
- Conclusion



ECONOMIC DEVELOPMENT
Burlington

Notice

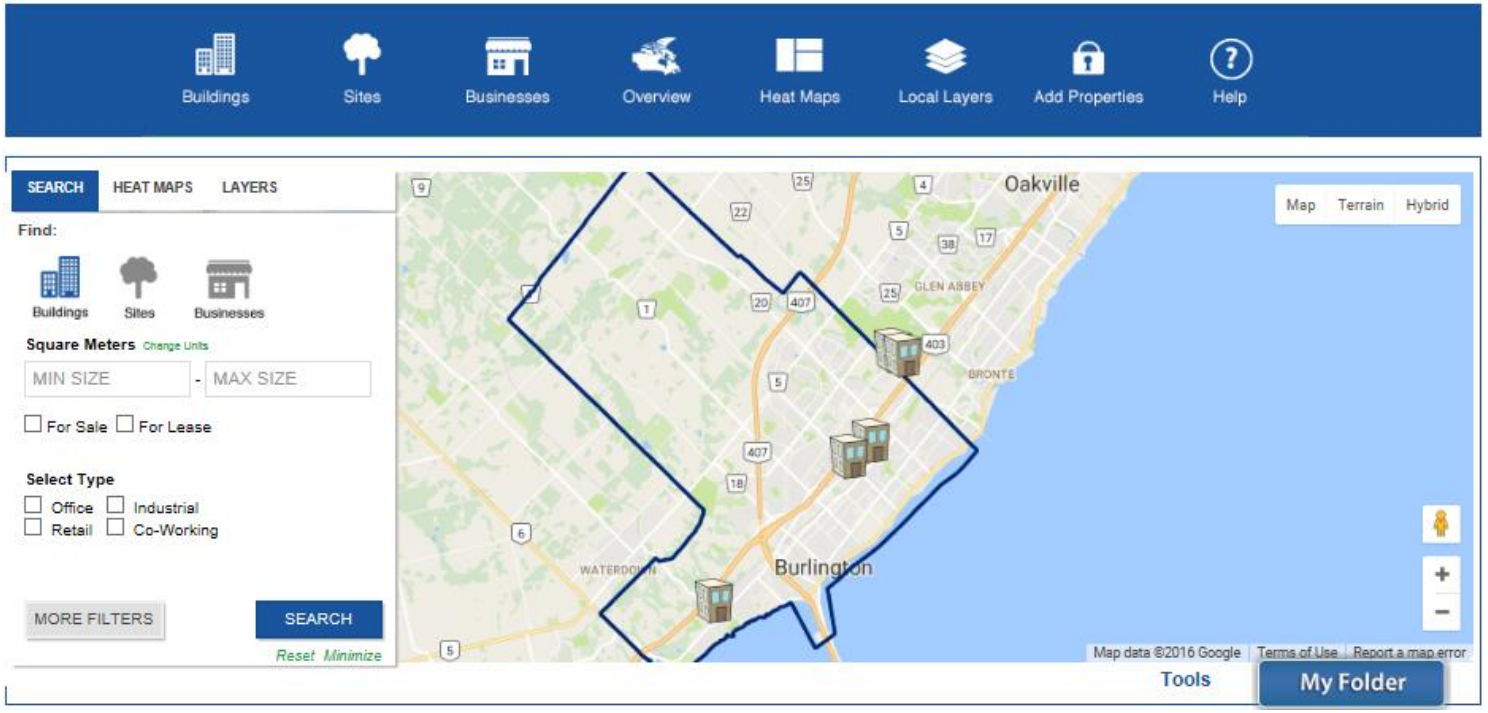
The Data: Data for Burlington is available from multiple sources, which may have discrepancies in their numbers. BurlingtonSites and this report use data from the following sources:

- ✓ Demographic and economic data provided by **Environics Analytics**.
- ✓ Property data provided by the **Realtors Association of Hamilton-Burlington (RAHB)**.
- ✓ BEDC has supporting data for information presented in this report.
- ✓ The **Labour Market is based on Burlington Residents**. This is different from job counts by employer.
- ✓ Household incomes are reported lower than from other sources but are comparable.
- ✓ This is the data generally used by businesses and retailers in evaluating a market.

ECONOMIC DEVELOPMENT Burlington

What is BurlingtonSites

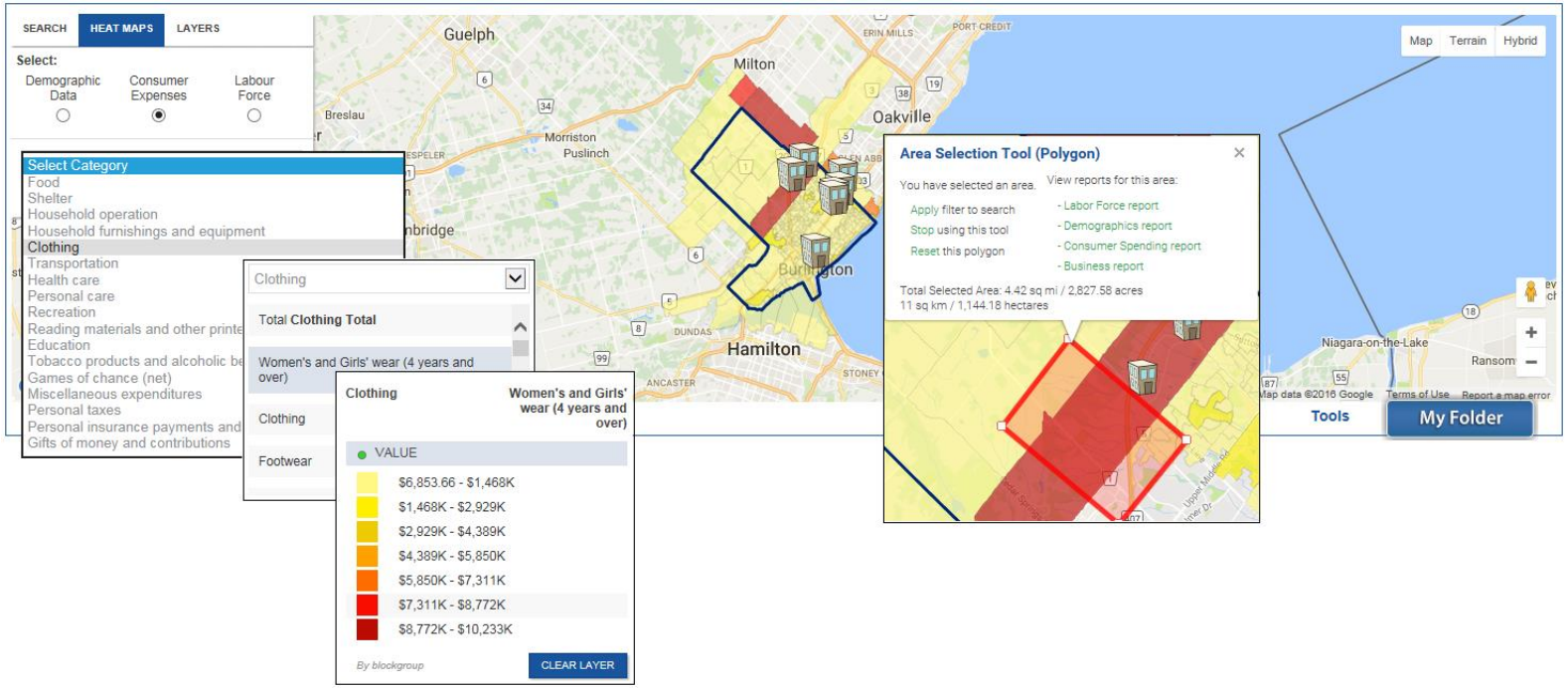
- **What:** Publicly accessible economic development site selector tool
- **Where:** BEDC website http://bedc.ca/welcome-to-burlingtonsites/
- **Why:** Provides sites for potential investors and insight into any area of interest in Burlington



ECONOMIC DEVELOPMENT Burlington

What is BurlingtonSites

- **Value-Added:**
  - ✓ Provides information for planning and development
    Demographic data may be used to identify wards with an aging population to draw insight into appropriate service levels
  - ✓ Businesses and developers have access to key data which assists in their decision making processes
    Investor looking to build an office can access available sites
    Retailers looking to expand to Burlington can access detailed consumer spending data for a specific area of land
- **Capability:**
  - ✓ Use polygon tool to draw information from any selected area of land
  - ✓ Source economic and demographic data through a variety of filters and layers
  - ✓ Draws information for specific parcels of land and buildings



ECONOMIC DEVELOPMENT
Burlington

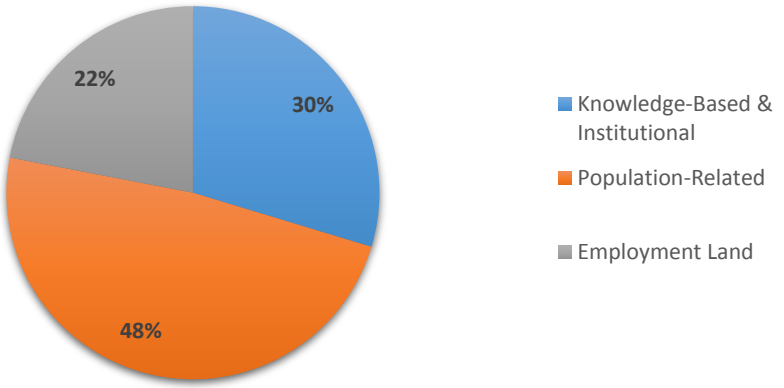
Burlington Overview

- **The Economy**
  - ✓ Business base highly retail and service oriented
  - ✓ 6,132 businesses
  - ✓ $75,112 average spending per household
  - ✓ 192,294 residents
  - ✓ 91,733 employees

- **Education**
  - ✓ 30% of population university educated

- **Fiscal Prosperity**
  - ✓ 34% of households with incomes > $100,000
  - ✓ $100,650 average household income*

Burlington Business Composition



Knowledge-Based & Institutional: Banking and financial fields, law, real estate, professional, scientific, and technical services, government, and education.
Population-Related: Retail, healthcare and social services, food and accommodation services, arts and entertainment, and other service related establishment; repair, personal care, laundry, etc.
Employment Land: Wholesale, manufacturing, construction, transportation and warehousing, and resource related; agriculture, oil, utilities, etc.

*Average household income calculated as Aggregate Household Income/# Households

ECONOMIC DEVELOPMENT Burlington

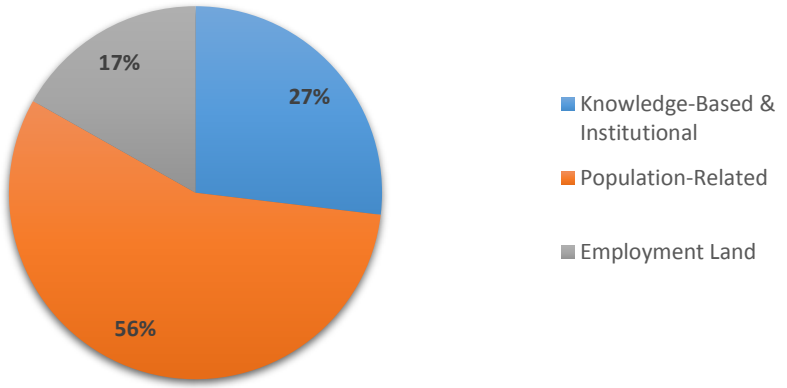
Ward 1

- **The Economy**
  - ✓ > 40% service and > 20% retail business base
  - ✓ 763 businesses
  - ✓ $78,661 average spending per household
  - ✓ 28,255 residents
  - ✓ 13,569 employees

- **Education**
  - ✓ 28% of population university educated

- **Fiscal Prosperity**
  - ✓ 36% of households with incomes > $100,000
  - ✓ $103,072 average household income*

Ward 1 Business Composition



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*Average household income calculated as Aggregate Household Income/# Households

ECONOMIC DEVELOPMENT Burlington

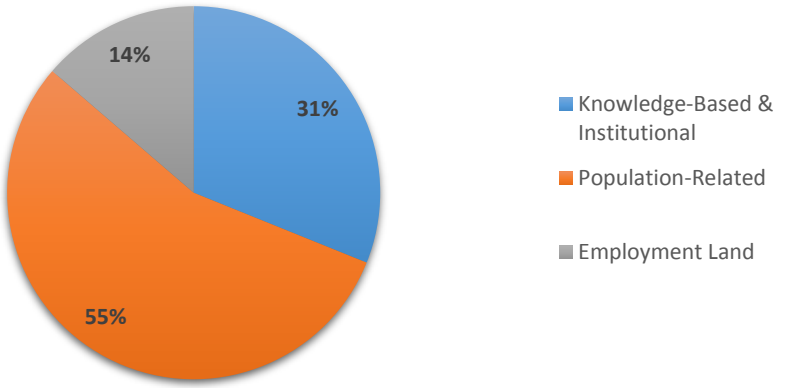
Ward 2

- **The Economy**
  - ✓ > 50% service business base
  - ✓ 1,357 businesses
  - ✓ $59,133 average spending per household
  - ✓ 26,369 residents
  - ✓ 12,878 employees

- **Education**
  - ✓ 29% of population university educated

- **Fiscal Prosperity**
  - ✓ 22% of households with incomes > $100,000
  - ✓ $73,467 average household income*

Ward 2 Business Composition



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*Average household income calculated as Aggregate Household Income/# Households

ECONOMIC DEVELOPMENT Burlington

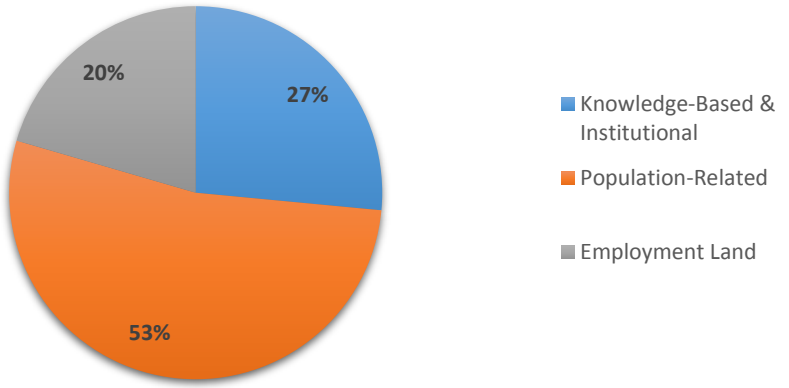
Ward 3

- **The Economy**
  - ✓ > 43% service & > 18% retail business base
  - ✓ 456 businesses
  - ✓ $75,610 average spending per household
  - ✓ 33,936 residents
  - ✓ 13,494 employees

- **Education**
  - ✓ 26% of population university educated

- **Fiscal Prosperity**
  - ✓ 33% of households with incomes > $100,000
  - ✓ $102,625 average household income*

Ward 3 Business Composition



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*Average household income calculated as Aggregate Household Income/# Households

ECONOMIC DEVELOPMENT Burlington

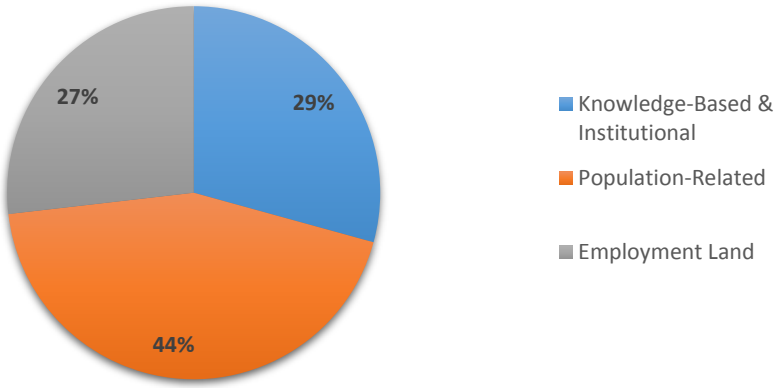
Ward 4

- **The Economy**
  - ✓ > 40% service and > 15% retail business base
  - ✓ 2,220 businesses
  - ✓ $75,536 average spending per household
  - ✓ 39,969 residents
  - ✓ 20,092 employees

- **Education**
  - ✓ 30% of population university educated

- **Fiscal Prosperity**
  - ✓ 34% of households with incomes > $100,000
  - ✓ $103,471 average household income*

Ward 4 Business Composition



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*Average household income calculated as Aggregate Household Income/# Households

ECONOMIC DEVELOPMENT Burlington

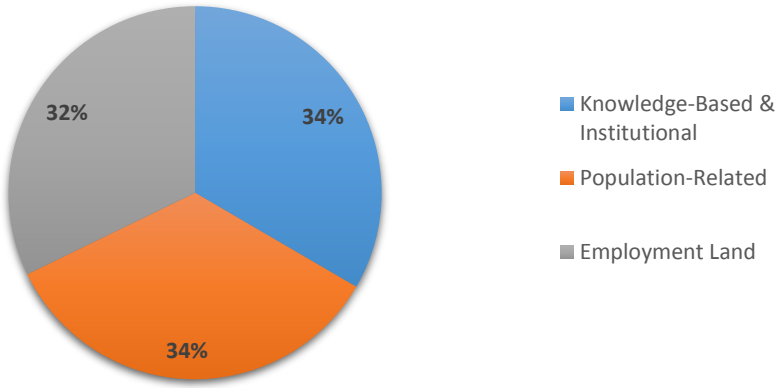
Ward 5

- **The Economy**
  - ✓ > 35% service and > 12% retail business base
  - ✓ 919 businesses
  - ✓ $72,673 average spending per household
  - ✓ 35,805 residents
  - ✓ 17,110 employees

- **Education**
  - ✓ 32% of population university educated

- **Fiscal Prosperity**
  - ✓ 36% of households with incomes > $100,000
  - ✓ $96,320 average household income*

Ward 5 Business Composition



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Employment Land: Wholesale, manufacturing, construction, transportation and warehousing, and resource related; agriculture, oil, utilities, etc.

*Average household income calculated as Aggregate Household Income/# Households

ECONOMIC DEVELOPMENT Burlington

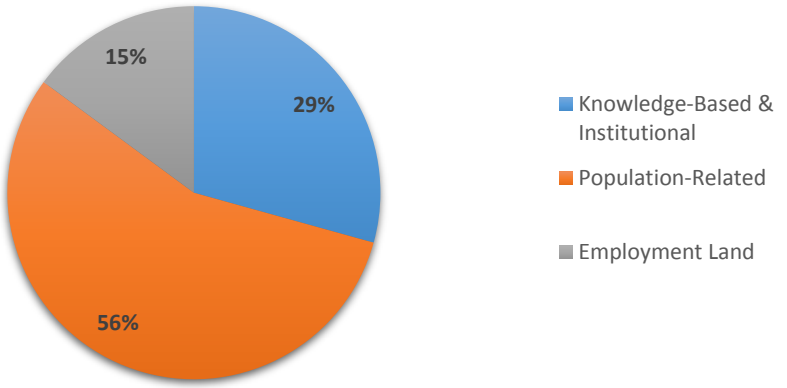
Ward 6

- **The Economy**
  - ✓ > 45% service and > 20% retail business base
  - ✓ 427 businesses
  - ✓ $92,393 average spending per household
  - ✓ 27,649 residents
  - ✓ 14,425 employees

- **Education**
  - ✓ 36% of population university educated

- **Fiscal Prosperity**
  - ✓ 49% of households with incomes > $100,000
  - ✓ $130,685 average household income*

Ward 6 Business Composition



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Employment Land: Wholesale, manufacturing, construction, transportation and warehousing, and resource related; agriculture, oil, utilities, etc.

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ECONOMIC DEVELOPMENT Burlington

Key Findings

Location	Number of Businesses	Labour Force	Number of Residents	University Educated	Average Household Income	Households with Income > $100k	Average Household Spending
Ward 1	763	13,569	28,255	28%	$103,072	36%	$78,661
Ward 2	1,357	12,878	26,369	29%	$73,467	22%	$59,133
Ward 3	456	13,494	33,936	26%	$102,625	33%	$75,610
Ward 4	**2,220**	**20,092**	**39,969**	30%	$103,471	34%	$75,536
Ward 5	919	17,110	35,805	32%	$96,320	36%	$72,673
Ward 6	427	14,425	27,649	**36%**	**$130,685**	**49%**	**$92,393**
***Burlington**	**6,132**	**91,733**	**192,294**	**30%**	**$100,650**	**34%**	**$75,112**

*Ward boundaries are captured based on dissemination areas. Ward subtotals may slightly vary from the Burlington total.

ECONOMIC DEVELOPMENT Burlington

Key Findings

	Residents by Home Ownership		Residents by Gender		Resident Age Distribution		
Location	Owner-Occupied	Renter-Occupied	Male	Female	Age < 24	Age 25-64	Age > 65
Ward 1	73%	27%	48%	52%	24%	52%	**24%**
Ward 2	50%	**50%**	47%	**53%**	23%	56%	22%
Ward 3	87%	13%	**50%**	50%	31%	**56%**	13%
Ward 4	81%	19%	48%	52%	27%	53%	21%
Ward 5	88%	12%	48%	52%	31%	52%	17%
Ward 6	**92%**	8%	49%	51%	**32%**	54%	14%
Burlington	**78%**	**22%**	**48%**	**52%**	**28%**	**53%**	**18%**

ECONOMIC DEVELOPMENT Burlington

Conclusion

Summary of Findings

- **The Economy**
  - ✓ Strong and healthy state supported by a diverse array of economic activities
  - ✓ Shift towards a service-based economy
- **Education**
  - ✓ 26% to 36% university degree attainment across wards, with 30% average for Burlington
- **Fiscal Prosperity**
  - ✓ Burlington residents have an average household income of over $100,000
  - ✓ Wards 1,3,4, and 5 have average household incomes of approximately $100,000. Ward 2 is the lowest with $73,467. Ward 6 is the highest with $130,685.
- **Business Composition**
  - ✓ Business base is 48% population-related in Burlington
- **Labour Occupations**
  - ✓ High number of knowledge-based and institutional jobs

BurlingtonSites is easy to access, and we invite you to use and explore it as you see fit. We hope this presentation provided insight into the data available, and that it may be of use to you and your constituents.

ECONOMIC DEVELOPMENT Burlington