

# Connecting Small Businesses to Customer Insights in York Region

York Small Business Enterprise Centre

**Jonathan Wheatle**

Manager, Strategic Economic Initiatives

The Regional Municipality of York



# Agenda

- Who we are
- Challenges and opportunities
- How we helped our clients
- Client examples
- Next steps

# York Region Overview

# York Region: Overview

## FINANCIAL & PROFESSIONAL SERVICES



## LIFE SCIENCE & HEALTHTECH



## INFORMATION & COMMUNICATIONS TECHNOLOGY (ICT)



## AUTOMOTIVE & AUTOTECH



## WAREHOUSING & LOGISTICS



## CONSUMER GOODS HQ/OPS

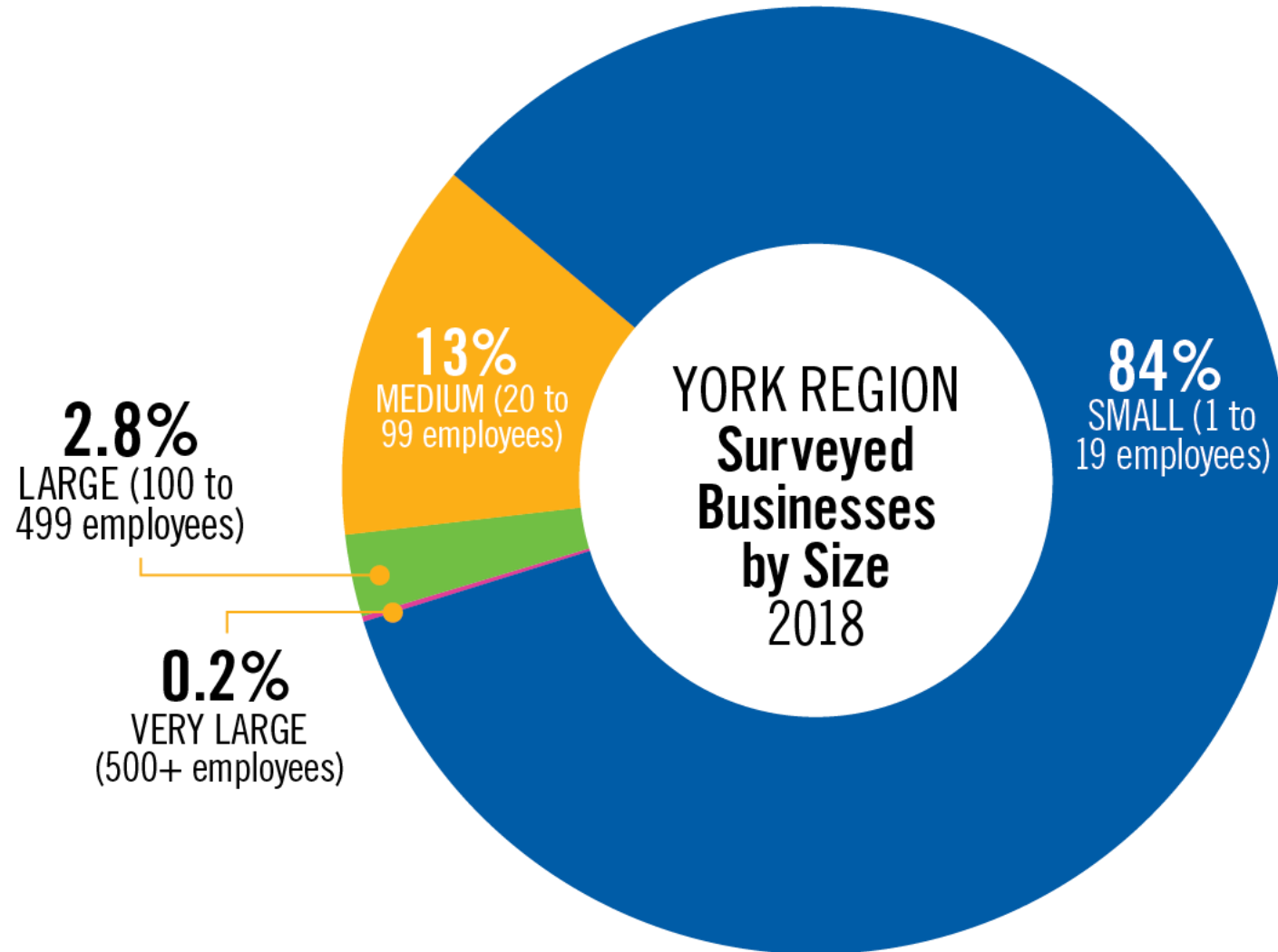


# York Region: Overview



- Highest concentration of technology companies in Canada
- 4,300 Information and Communications Technology (ICT) companies
- One of the most diverse communities in Ontario

# York Region: Business Community





# York Small Business Enterprise Centre

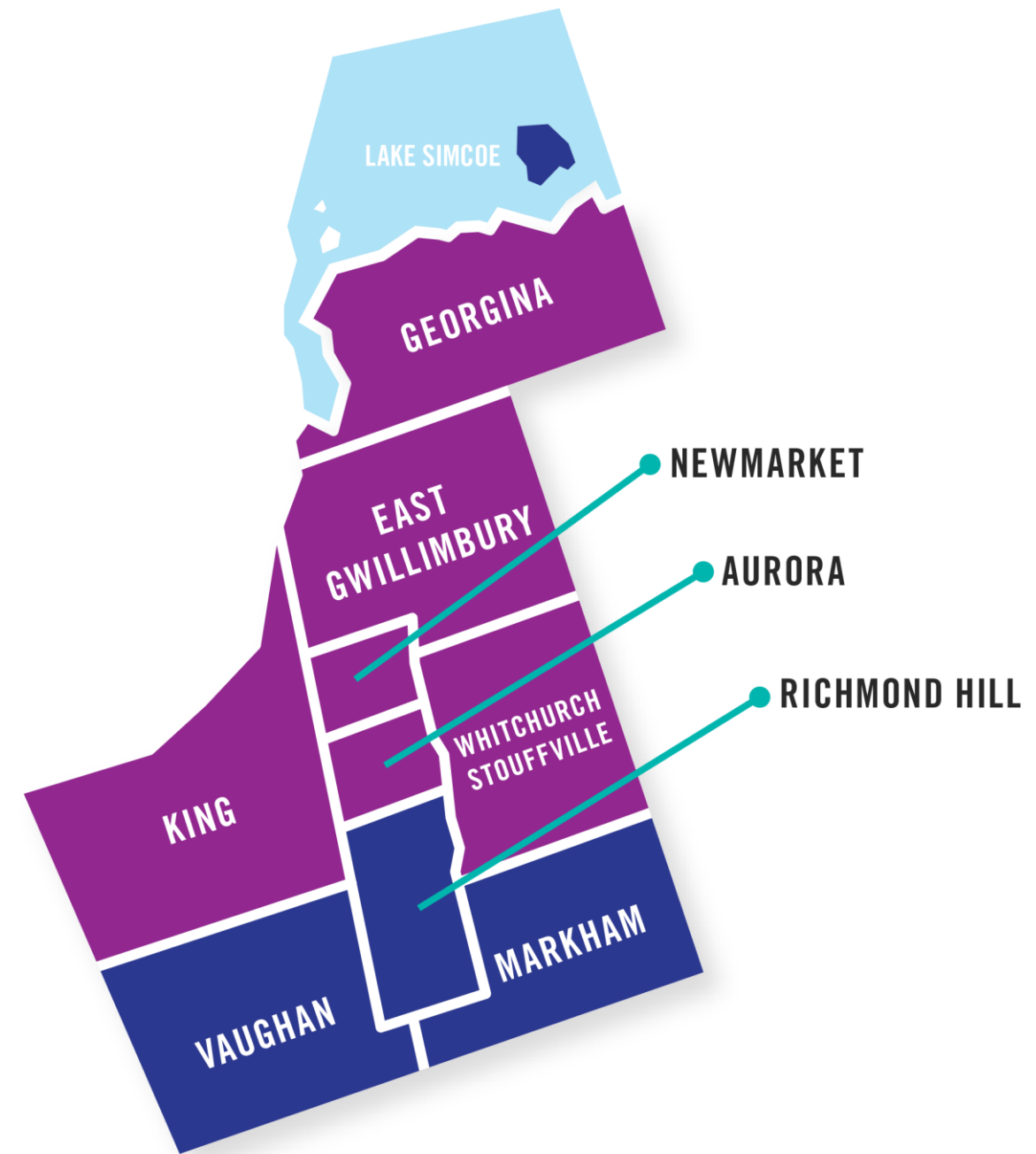


# Who We Are



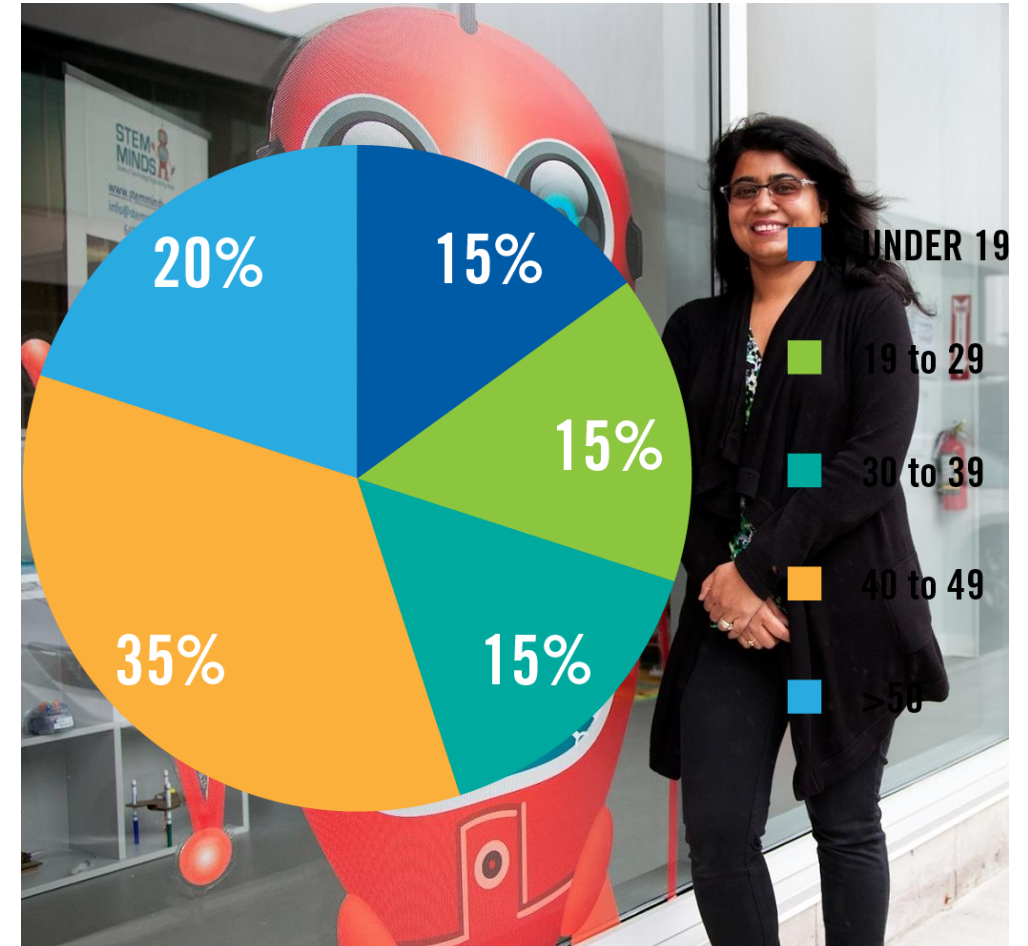
Create,  
Innovate  
& Grow  
Your Small  
Business in  
York Region

**YorkSmallBusiness.ca**



# Our Clients

- Individuals and businesses with **less than 10** employees
- 58% female, 42% male
- 55% of clients are **over 40** years old
- 80% of clients are “main street” and 20% professional & scientific/manufacturing
- 70% Business to Consumer focused



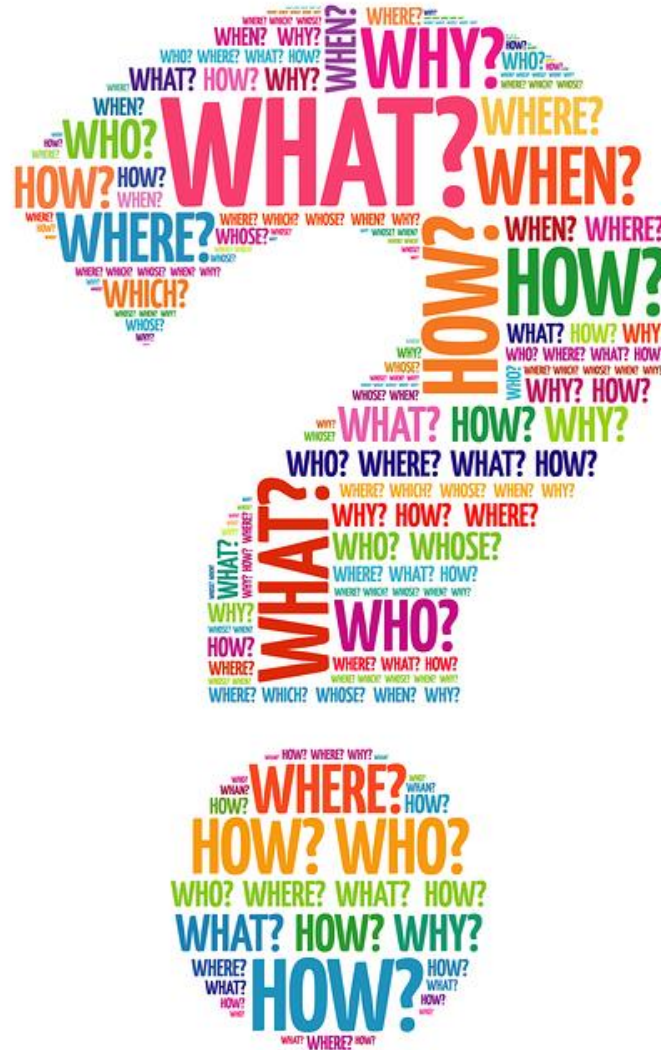
# Challenges and Opportunities

# Our Clients' Challenges



# Our Clients' Challenges

- Small businesses struggle to access good data
- Sometimes feels like getting lost in a maze
- Less likely to succeed without good intelligence



## What We Did

- Market research workshops
- Secondary research
- Utilized multiple resources
- York Region Open Data platform

## Newmarket (Continued)

### Owners

#### Liquid Assets

2017 Estimates	
Direct investments in real est.	11,800
Indirect investments through a REIT	5,780
Total Liquid Assets on Hand	17,580
Total Liabilities per Unit	18,195

#### Labour Force

2017 Estimates	None
10 or More Employees	27,442
Participation Rate	79.4
Unemployed	2,446
Unemployed Rate	8.9
Male Labour Force	7,122

#### Occupations by Major Group

2017 Estimates	None
Managers	4,858
Business, Finance & Admin.	1,567
Humanities & Applied Sci.	2,506
Health	584
Social Sci., Art, Service & Sport	1,546
Arts, Culture, Recreation & Sport	1,546
Sales & Service	5,892
Production, Transp. & Comm.	1,178
Primary Industries	818
Professionals, Mgt. & Related	1,178

#### Level of Schooling

2017 Estimates	None
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#### Probation, Sex Years

No convictions, diploma or degree	58,942
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#### Convictions, diploma or degree

High school cert. or equivalent	40,008
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#### Apprenticeship or trades cert. or diploma

College, CIOU or no equivalent	23,875
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#### Univ. cert. diploma or degree

Univ. cert. of diploma below bachel.	2,338
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#### Bachelor's degree

Univ. cert. or diploma above bachel.	14,562
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#### Degrees in med., dent., vet. or real est.

Master's degree	2,344
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#### Advanced Household Appliances

2017 Estimates	None
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#### 2017 Estimates

Shelter	7,839
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#### Children

Hygiene	4,398
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#### Hygiene

Health & Personal Care	4,546
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#### Health & Personal Care

Health & Education	2,017
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#### Health & Education

Total Expenditures	15,420
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#### Private Household

2017 Estimates	None
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#### Private Household

Private Household, Total	38,953
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#### Pop. in Private Household

Age No. per Household	2.4
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#### Family

Remittances	30,133
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#### Remittances

Remittances in Private Household	25,148
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#### Spouse/Partner

Life-Peace Partners	2,745
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#### Life-Peace Partners

Age No. Partners per Family	1.882
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#### Age No. Children in Family

1	2.1
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### Housing

#### 2017 Estimates

##### Occupied Private Dwellings

Owner	28,811
Rent	15,170
Board Housing	10,170
Non-Occupied House	2,536
Non-Occupied House	2,536
Apartment, 5 or more	1,546
Apartment, 5 or more	1,546

##### Apartment, Fewer than 5 Rooms

Owner	2,536
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##### Apartment, 5 or more Rooms

Owner	1,546
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##### Other Single Occupied

Owner	23
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##### Mobile Dwellings

Owner	2,536
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##### Vehicles

2013 Model Year or New	4,308
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##### 9

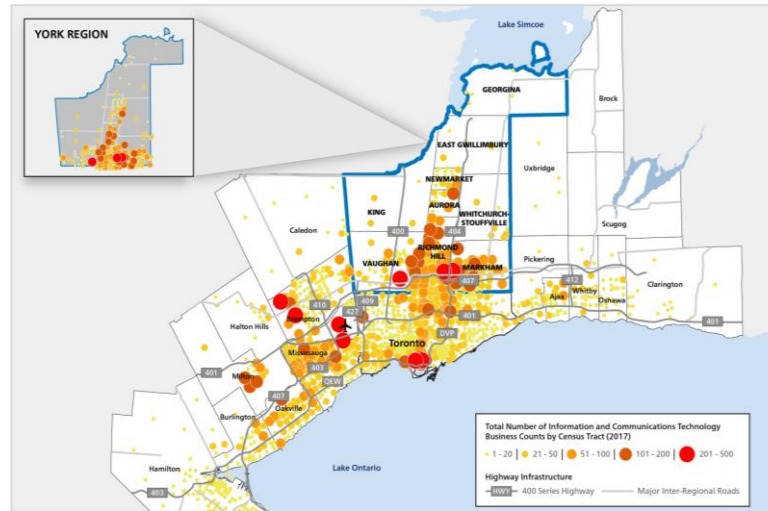


# Gaps

Updated  
information

Mapping  
visualization

Strong  
analytics



13<sup>th</sup> ANNUAL

EAUC

SEE > CONNECT > DO

#EAUC2019

# The Solution

- Worked with Environics Analytics to develop a solution
- Provided controlled access and training
- Used the data to inform their marketing plans and business plans



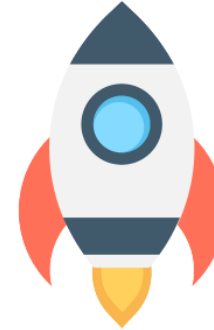


# Client Selection

**DRIVE**



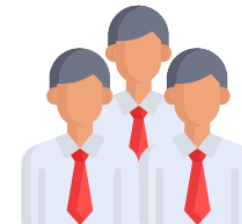
**POTENTIAL**



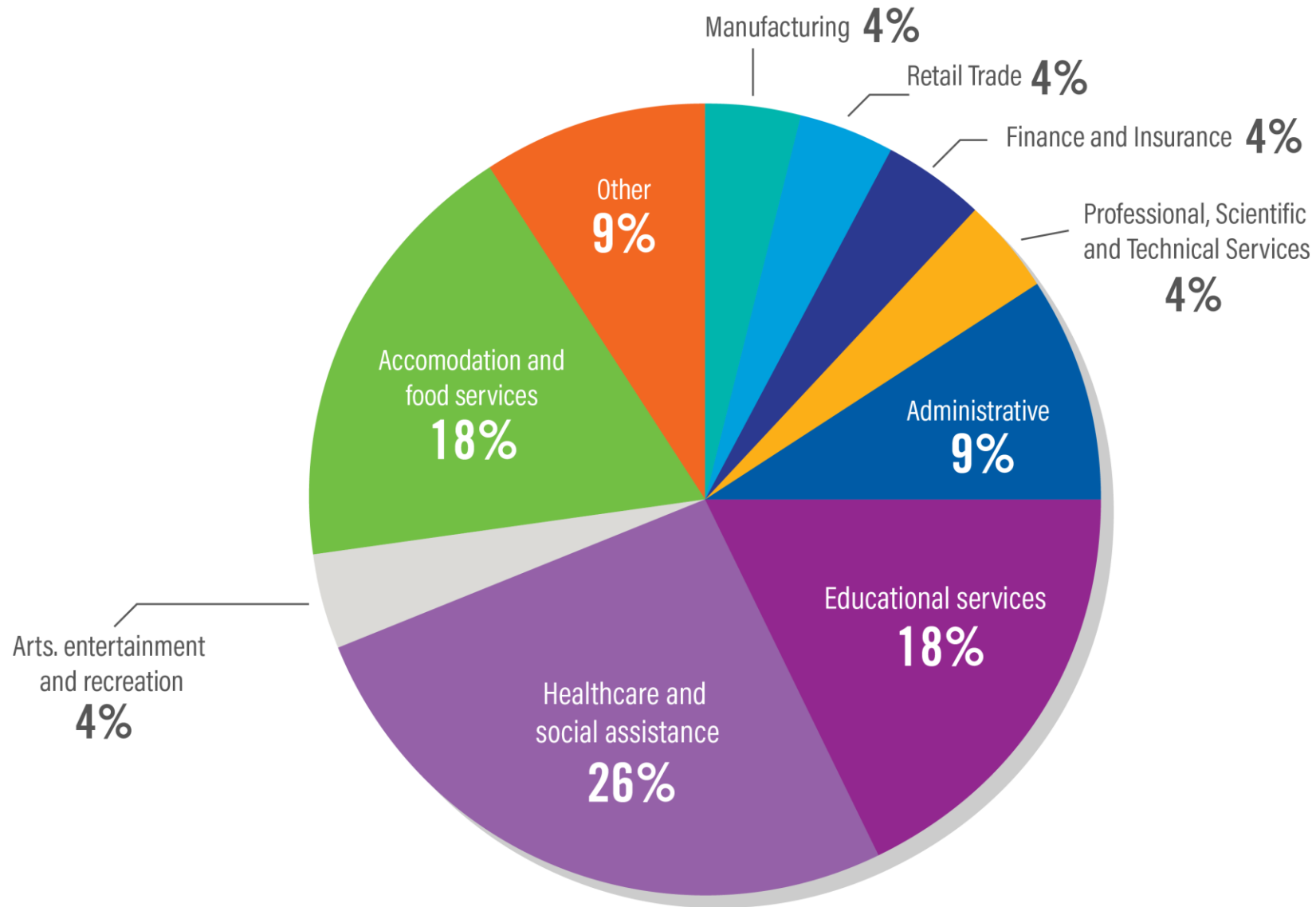
**GROWTH  
POTENTIAL**



**JOB  
CREATION**



# Who's Using the Tool?



# Client Experience





# Looking Ahead

- Collect data on individual client outcomes
- Build on client successes
- Expand to more clients
- Explore opportunities for business to business data sets

# Questions?



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