

Telling an impactful story with data

IMPLAN

POWERFUL METRICS



Translating your effort into numbers is invaluable.

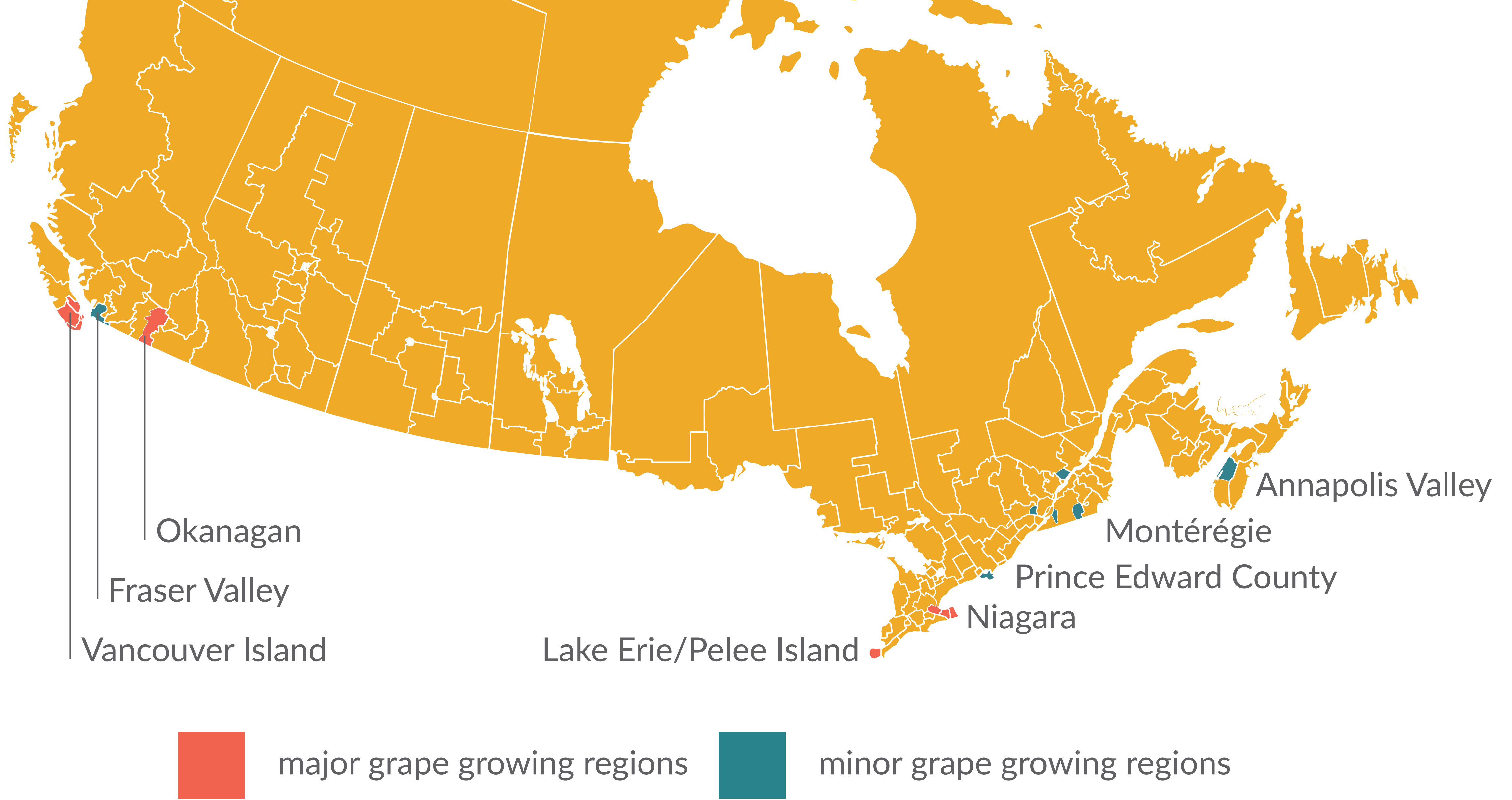
IMPLAN arms you with the cold hard facts to assess your impact and support your claims.

MORE ACCURACY



Our data is constantly vetted by industry-leading research analysts, so IMPLAN users know they can stand behind their metrics with unshakeable confidence.

WHOSE STORY IS THIS?

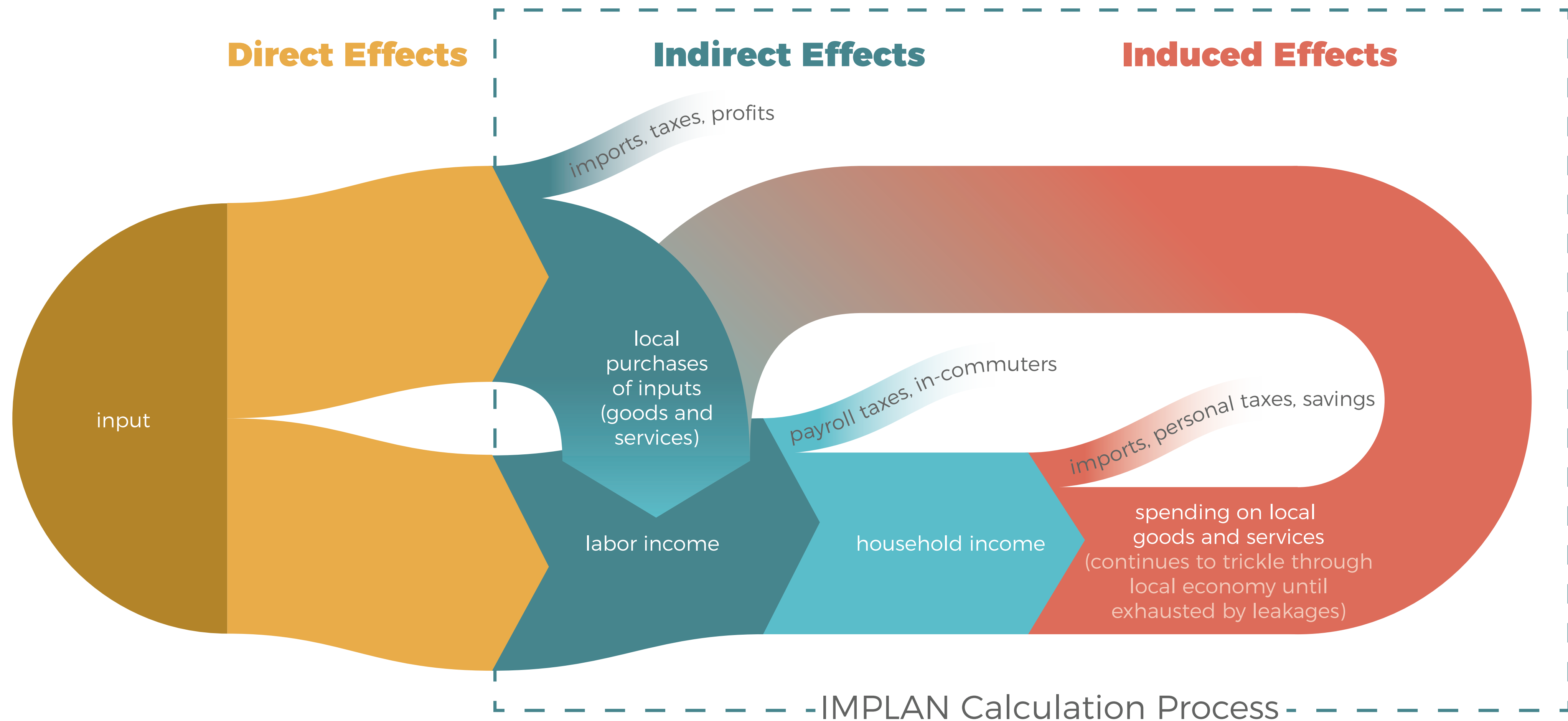


WHOSE STORY IS THIS?



WHY DOES THEIR
STORY MATTER?

THE “RIPPLE EFFECT”



THE FIRST STEP



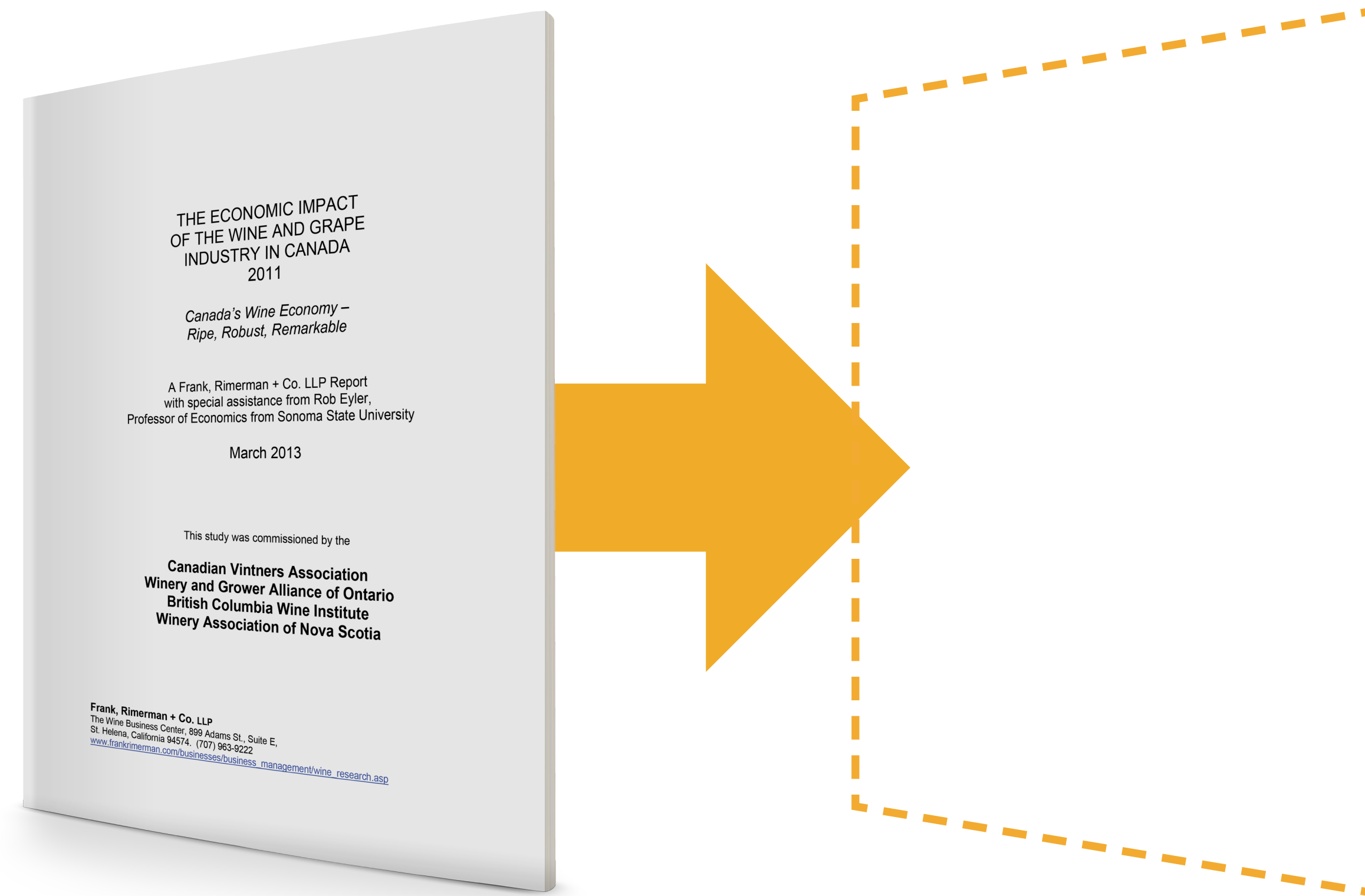
WHAT THEY FOUND



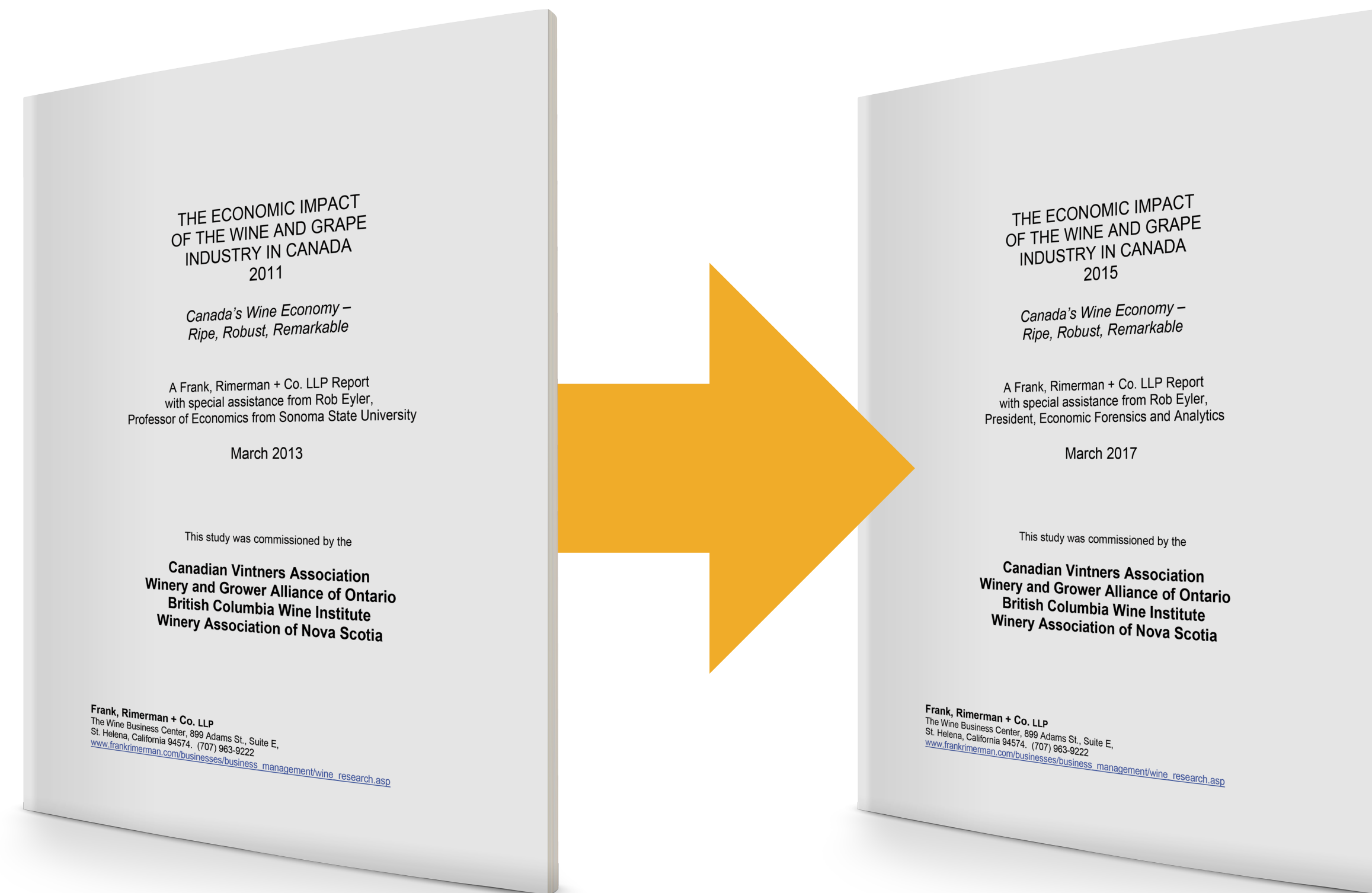
Economic impact of the wine industry in Canada

\$6.8 Billion

THE NEXT STEP



THE NEXT STEP



WHAT THEY FOUND



Economic impact of the wine industry in Canada

\$9 Billion

TELLING THE FULL STORY

Ontario



TELLING THE FULL STORY

British
Columbia



TELLING THE FULL STORY

Nova Scotia



THE TAKEAWAY

HOW DO WE DO IT?



Constructing our database requires gathering data from various economic sources, estimating the missing pieces, and then converting it all into one consistent format.

IMPLAN does this each year.



THIS ISN'T LIMITED
TO CANADA

DATA SOURCES

Construction of the annual IMPLAN datasets requires the use of roughly 100 individual data tables and files. The majority of these tables and files come from the following main sources:

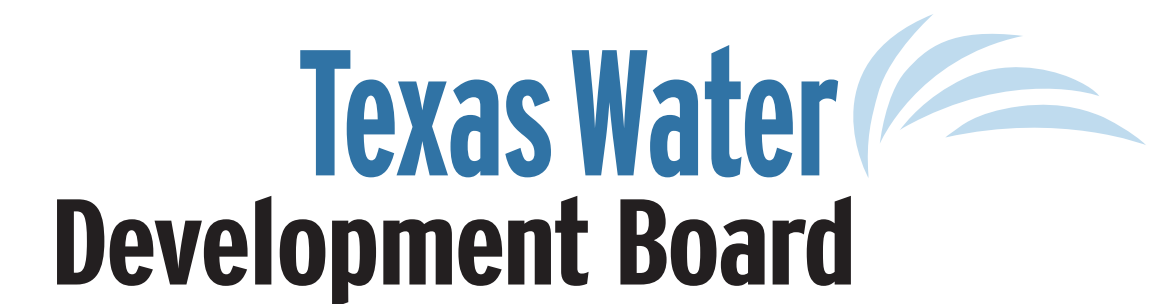
- Bureau of Economic Analysis
- United States Department of Labor, Bureau of Labor Statistics
- National Center for Education Statistics
- Railroad Retirement Board
- United States Census
- Oak Ridge National Laboratory
- United States Department of Agriculture
- National Oceanic and Atmospheric Administration

WORLD-SOURCED DATA

Don't see what you need? **We'll build custom international datasets for you.**

- Statistics Canada
- The Organisation for Economic Co-operation and Development (OECD)
- Eurostat
- New sources added all the time!
- 60+ countries represented

MANY OTHERS SHARE THIS STORY



LET'S SEE IT IN ACTION!

Study Region Definition

Study Region Definition

- Alberta
- British Columbia
- Canada
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon

Model Overview

- Study Area Data
- Social Accounts
- Industry Accounts
- Multipliers

Model Information

Indicator	Value
Model Year	2012
IMPLAN Dataset	2012
Gross Regional Product	\$604,162,056,255
Total Personal Income	\$493,537,558,528
Total Employment	6,786,398
Number of Industries	102
Land Area (Square Miles)	415,598
Area Count	1
Population	13,412,000
Total Households	5,364,800
Average Household Income	\$91,996
Trade Flows Method	Supply/Demand Pooling
Model Status	Multipliers

Economic Indicators

Indicator	Value

Gross Regional Product

Value Added		Final Demand	
Indicator	Value	Indicator	Value
Employee Compensation	\$348,314,497,324	Households	\$345,283,102,764
Proprietor Income	\$21,540,631,145	State/Local Government	\$0
Other Property Type Income	\$201,145,986,509	Federal Government	\$158,806,292,499
Tax on Production and Import	\$33,160,941,277	Capital	\$123,910,152,118
Total Value Added	\$604,162,056,255	Exports	\$228,428,552,553
		Imports	(\$247,503,114,509)
		Institutional Sales	(\$4,762,929,170)
		Total Final Demand	\$604,162,056,255

Industries

Sector	Description	Employment	Income (\$)	Output (\$)
61	Retail trade	750,400	22,324,812,195	49,384,425,781

Study Area Data - Wine Industry in Ontario

- Industry Detail
- Industry Summary**
- Institution Commodity Demand
- Household Commodity Demand
- Government Commodity Demand
- Area Demographics

Industry Code	Description	Employment	Output (\$)	Labor Income (\$)	Total Value Added (\$)	Output Per Worker (\$)	Labor Income Per Worker (\$)
26							
26	Wineries and distilleries	3,306.53	986,194,763	166,202,050	524,804,494	298,257	50,265
	Total	3,306.53	986,194,763	166,202,050	524,804,494		

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Item 1 to 1 of 1



Social Accounts - Wine Industry in Ontario

Social Account Reports Balance Sheets

26 Wineries and distilleries (Total Industry Output: \$986,194,763)

Commodity Production Commodity Demand Value Added

Code	Description	Gross Absorption	Gross Inputs (\$)	RPC	Regional Absorption	Regional Inputs (\$)
3001	Crop and animal production	4.169 %	41,112,400	70.132 %	2.924 %	28,833,098
3002	Forestry and logging	0.010 %	102,329	57.237 %	0.006 %	58,570
3004	Support activities for agriculture and forestry	0.009 %	88,988	87.920 %	0.008 %	78,239
3005	Oil and gas extraction	0.669 %	6,595,758	0.606 %	0.004 %	39,945
3007	Metal ore mining	0.001 %	11,717	43.689 %	0.001 %	5,119
3008	Non-metallic mineral mining and quarrying	0.001 %	14,307	47.900 %	0.0	
3010	Electric power generation, transmission and distribution	0.579 %	5,705,959	100.000 %	0.5	
3011	Natural gas distribution, water, sewage and other systems	0.268 %	2,645,391	98.675 %	0.2	
3015	Repair construction	0.115 %	1,137,287	100.000 %	0.1	
3016	Other activities of the construction industry	0.052 %	509,423	84.811 %	0.0	
3017	Animal food manufacturing	0.029 %	287,812	100.000 %	0.0	
3018	Sugar and confectionary product manufacturing	0.545 %	5,375,819	79.957 %	0.4	
3019	Fruit and vegetable preserving and speciality food manufa	0.895 %	8,826,092	70.023 %	0.6	

Setup Activities

Expand All | Collapse All

Import | Export

Download Excel Template

Activities and Events

+ Add new activity Refresh

Activity Name	Activity Level	Activity Type	Events #	Sum of Events (\$)
<h4>Activity Details</h4> <p>Activity Type: <input type="text" value="Industry Change"/></p> <p>Activity Name: <input type="text" value="New Government Funding"/></p> <p>Activity Level: <input type="text" value="1.000"/></p> <p>Activity Level is used to scale your activity.</p> <p><input type="button" value="Insert"/> <input type="button" value="Cancel"/></p>				
No activities yet				

Warning: Updating Activities or Events requires re-analyzing effected scenarios.

Setup Activities

Expand All | Collapse All

Import | Export

Activities and Events

+ Add new activity Refresh

Activity Name	Activity Level	Activity Type	Events #	Sum of Events (\$)
New Government Funding	1	Industry Change	0	0.000

+ Add new event Change all

Sector	Industry Sales (\$)	Employment	Employee Compensation (\$)	Proprietor Income (\$)	Event Year	Output Deflator	GDP Deflator	Local Purchase(%)
Sector: <input type="text" value="Select Sector"/>	Industry Sales (\$): <input type="text" value="Numeric"/>	Employment: <input type="text" value="Numeric"/>	Employee Compensation (\$): <input type="text" value="Numeric"/>	Proprietor Income (\$): <input type="text" value="Numeric"/>	Event Year: <input type="text" value="2017"/>	Output Deflator: <input type="text" value="Numeric"/>	GDP Deflator: <input type="text" value="1.1451010571"/>	Local Purchase: <input type="text" value="100%"/>

Setup Activities

Expand All | Collapse All

Import | Export

Activities and Events

+ Add new activity Refresh

Activity Name	Activity Level	Activity Type	Events #	Sum of Events (\$)
New Government Funding	1	Industry Change	0	0.000

+ Add new event | Change all

Sector	Industry Sales (\$)	Employment	Employee Compensation (\$)	Proprietor Income (\$)	Event Year	Output Deflator	GDP Deflator	Local Purchase(%)
Sector: 26 Wineries and distilleries	Industry Sales (\$): 200,000,000.00	Employment: 615.46	Employee Compensation (\$): 34,226,527.55	Proprietor Income (\$): 1,198,233.78	Event Year: 2017	Output Deflator: 1.0895334373	GDP Deflator: 1.1451010571	Local Purchase: 100%

Results

Choose Scenario

New Funding in Wine Industry

Monetary Year (\$)

Choose Results View

- Summary Results
- Detail Results
- Tax Results

Factors

Direct Factor Changes (\$)

Direct Institution Change (\$)

LPP Imports (\$)

Total Impact Summary

Impact Type	Employment	Labor Income (\$)	Value Added (\$)	Output (\$)
Direct Effect	615.46	35,424,761	111,858,271	200,000,000
Indirect Effect	553.02	34,052,206	55,918,088	123,225,607
Induced Effect	416.99	22,087,552	44,115,391	81,838,639
Total Effect	1,585.47	91,564,519	211,891,749	405,064,246

Industries

Sector	Description	Employment	Labor Income (\$)	Value Added (\$)	Output (\$)

Direct Institution Change (\$)

LPP Imports (\$)

Activities Included

New Government Funding (1)

Areas in the Model

Canada Ontario

Industries

Sector	Description	Employment	Labor Income (\$)	Value Added (\$)	Output (\$)
26	Wineries and distilleries	627.41	36,112,693	114,030,504	203,883,903
61	Retail trade	120.95	4,120,335	5,742,289	8,715,377
60	Wholesale trade	77.43	5,362,421	8,807,367	13,262,005
82	Administrative and support ser...	60.12	2,535,957	3,244,890	5,579,991
87	Accommodation and food service...	56.87	1,785,745	2,366,081	4,971,137
78	Other finance, insurance and r...	45.54	3,589,685	4,987,328	12,234,030
1	Crop and animal production	40.61	1,317,562	3,241,753	10,533,894
80	Computer systems design and ot...	31.97	2,296,410	2,835,136	5,107,147
66	Transit, ground passenger and ...	30.83	1,853,710	2,180,828	4,837,358
33	Printing and related support a...	29.46	1,691,473	2,382,869	4,554,473
65	Truck transportation	25.19	1,469,361	2,071,158	4,977,807
79	Legal, accounting and architec...	24.97	1,989,639	2,263,102	4,011,145
89	Personal services and private ...	24.95	602,960	814,011	1,379,819
32	Converted paper product manufa...	24.01	1,935,062	2,732,792	7,899,538
73	Depository credit intermediati...	23.29	2,685,566	4,908,235	7,173,554

Results

Choose Scenario

New Funding in Wine Industry

Monetary Year (\$)

Choose Results View

- Summary Results
- Detail Results**
- Tax Results

Factors

Direct Factor Changes (\$)

Direct Institution Change (\$)

LPP Imports (\$)

Detail Results

Output | **Employment** | Labor Income | Value Added

Sector	Description	Direct	Indirect	Induced	Total
60	Wholesale trade	0.0	53.3	24.1	77.4
82	Administrative and support services	0.0	34.8	25.3	60.1
1	Crop and animal production	0.0	34.8	5.8	40.6
33	Printing and related support activities	0.0	27.4	2.1	29.5
61	Retail trade	0.0	26.1	94.9	120.9
78	Other finance, insurance and real estate ser...	0.0	26.1	19.5	45.5
66	Transit, ground passenger and sightseeing, a...	0.0	23.9	6.9	30.8
32	Converted paper product manufacturing	0.0	23.1	0.9	24.0

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