



Downtown Arnprior Trade Area Report

April 2009

Foreword

This report was prepared by the Ontario Ministry of Agriculture, Food and Rural Affairs for the benefit of downtown Arnprior. Any further dissemination of the report is at the discretion of downtown Arnprior.

Downtown Market Analysis provides communities with information about local market conditions and opportunities so they can develop effective strategies for Downtown Revitalization. Determining the size and demographic characteristics of a downtown's trade area is a critical component of the analysis. This trade area analysis provides information about the local consumer demand and demographic characteristics in downtown Arnprior's trade area.

Trade area boundaries used in the report were derived from locally collected survey data and as such the Ministry makes no warranty as to the reliability and accuracy of the information. The demographic data provided here is based on 2006 Statistics Canada Census data and may not reflect more current trends in the area.

The population projections and expenditure estimates reflect a third party methodology (MapInfo Canada). They incorporate explicit economic assumptions about spending behaviour. This methodology is described in Appendix A. The projections or estimates mentioned in this report do not represent the Ontario Government policy targets, or desired population outcomes.

Readers are cautioned that the secondary data compiled here only provides one perspective on the community's economy. It is provided with the understanding that the local project team is reviewing this information in the context of other important inputs including: business inventories, municipal studies, results of community surveys and discussions with other community members.

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1.0 Introduction – Analyzing Your Trade Area

Downtown Market Analysis provides communities with information about local market conditions and opportunities, so they can develop effective strategies for Downtown Revitalization. Determining the size and demographic characteristics of a downtown's trade area is a critical component of the analysis. This trade area analysis provides information about the local consumer demand and demographic characteristics that can be used to:

1. Learn the characteristics and buying habits of customers in the trade area.
2. Determine the most appropriate customer groups to target and market.
3. Make decisions regarding the type of businesses, merchandise sold, and services offered.

1.1 The Importance of Determining Your Trade Area

A trade area is the geographic area in which the majority of customers for the downtown reside. Once the boundaries of the trade area are determined, you can estimate the number of potential customers that may patronize your downtown. By defining the geography of a trade area you are able to obtain demographic and lifestyle information for the population inside it. This information provides insights into the people who live in the trade area and enables you to assess consumer demand for local products and services.

1.2 Different Types of Trade Areas

This trade area analysis is based on the downtown as a whole, and provides a generalized trade area for businesses in the downtown. However, it is important to note that different types of retail and service businesses have different trade areas depending on the type and quality of products sold, particular customer preferences and business activity. Each business draws customers from its own unique trade area but there are two general categories which will be present in any downtown business:

Convenience-shopping businesses offer goods or service characterized by the ease of access to the goods and services. People will base their decision to buy convenience items (gasoline, groceries, etc.) on shorter travel distance or small travel time. A convenience shopping business would typically draw from within a small radius or from passers-by.

Comparison-shopping businesses offer goods or services based on price, selection, quality and style. Consumers are more likely to make purchase decisions after comparing product options (furniture, appliances, etc.) and are willing to travel longer distances for their purchases, making the trade area larger.

Another factor that affects the size of the trade area is the type of customers that frequent the downtown, including local residents, downtown employees and visitors/tourists:

- Local residents usually represent the majority of spending potential for downtown businesses.
- Downtown employees may live within the trade area of downtown businesses, but may also commute from outside of the area. These employees are potential customers for local businesses.
- Tourists also represent potential consumers of downtown products and services.

Trade area analysis provides detailed information on the local resident market. However, it provides limited information about downtown employees and tourist markets. Other data collection methods such as surveys and focus groups should be used to gather detailed information on these markets if required.

2.0 Defining Arnprior's Trade Area

Downtown Arnprior's trade area is the geographic area in which the majority of current and potential customers for Arnprior's downtown retail and service businesses reside.

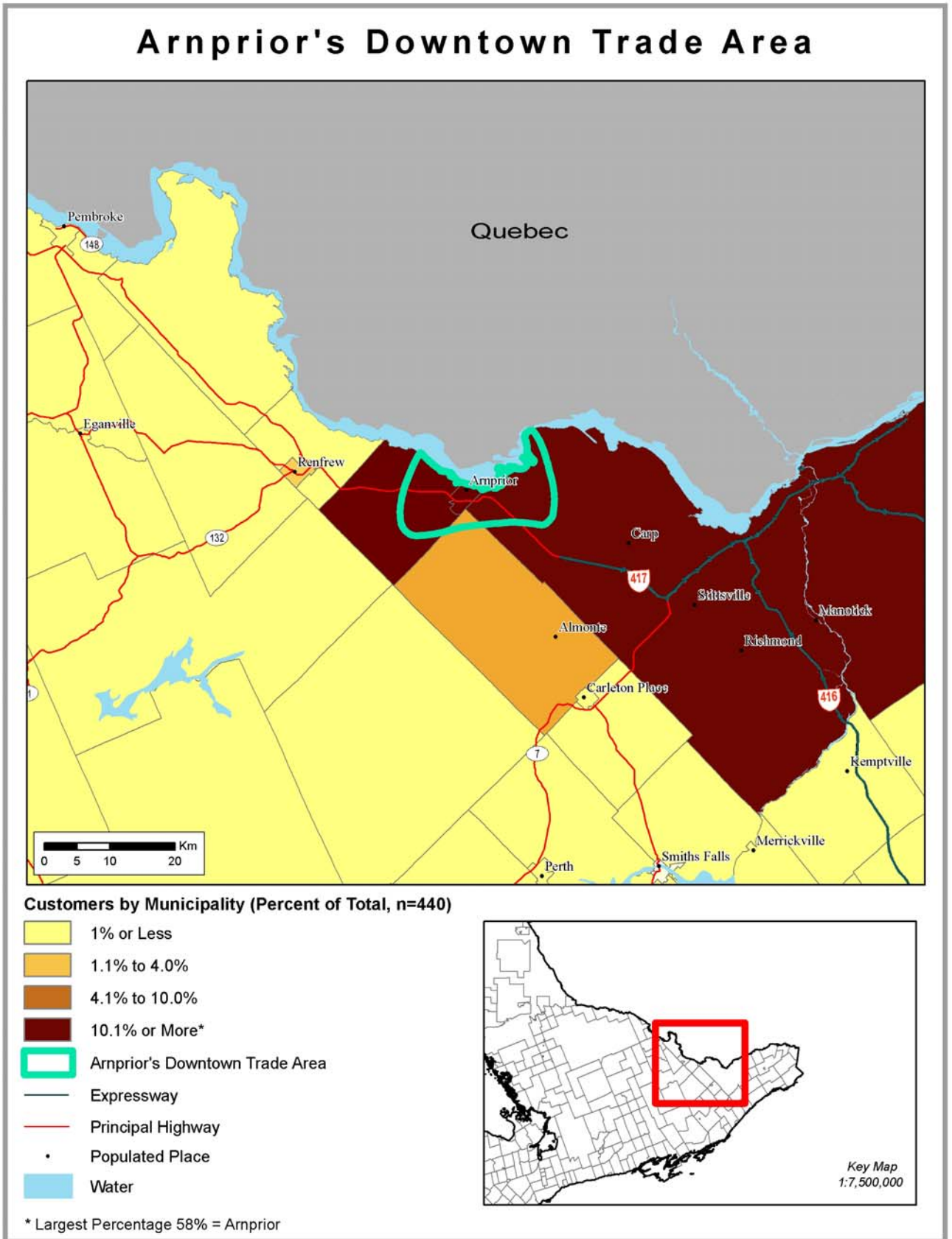
A customer origin survey was conducted in downtown Arnprior, during the Fall of 2008, where customers were asked to provide their postal code and community name. There were 455 responses collected which were analyzed using Geographic Information Systems (GIS)¹ to provide an estimate of the downtown trade area.

2.1 Size and Shape of Arnprior's Trade Area

The trade area for downtown Arnprior was created using the closest 75% of customers. The boundary of Arnprior's trade area is presented in the following map (see Figure 1). The map indicates that 75% of downtown customers live within 3.5km of downtown Arnprior. This is Arnprior's primary trade area, and the majority of the customers are likely drawn from this area. Only a minority (25%) of downtown customers are drawn from outside the downtown Arnprior trade area boundary.

¹ A description of GIS is available in the Glossary

Figure 1. Downtown Arnprior's Trade Area



3.0 Demographic Characteristics of Arnprior's Trade Area

This section provides key demographic data for the downtown trade area. The data and the trends revealed are important as they reflect an estimate of the potential sales of retail goods and services for Arnprior. Population characteristics can also be important indicators of demand/need for public services such as libraries, daycare centres and recreation facilities, which can often play a key role in attracting people to the downtown. Comparing Arnprior's trade area with the county and the province allows demographic "baselines" to be established. These baselines will help determine whether your trade area has low, medium, or high levels in a particular demographic category.

3.1 General Population Characteristics of Arnprior

3.1.1 Population

Population size is the most important factor for estimating the current market and consumer demand. Population is defined as all persons living within Arnprior's downtown trade area boundary. The population of downtown Arnprior's trade area in 2006, was 13,510 people.

Table 1. Population 2006

Population	Arnprior's Downtown Trade Area
2006 Total Population	13,510
2008 Estimated	14,017
Land Area, sq km	201.7
Persons per sq km	67
Dwellings per sq km	28.8

Source: Statistics Canada, 2006 and MapInfo Canada, 2008

3.1.2 Age

The type and level of personal expenditures change as individual's age. Therefore, the number and proportion of people in the trade area from different age groups will be a key factor in influencing the viability and potential for certain business types and store merchandise that serve the local market (see Figure 2).

Figure 2. Consumer Products or Services Purchased Disproportionately by Particular Age Groups

Age Group	Product or service
Under 25	Transportation, apparel, entertainment, personal care, food away from home, education
25 to 34	Home ownership, household appliances, do-it-yourself products, housing costs, entertainment, apparel, transportation
35 to 49	Apparel, housing costs, home ownership, entertainment, transportation
50 to 64	Travel, recreational products and services, personal insurance, household furnishing
65 to 79	Health, travel, home services, housing repairs, food at home, public transportation
80 and over	Health, home services, housing repairs, food at home

Source: U.S. Bureau of Labor Statistics, Consumer Expenditures in 1995, 1997; based on Consumer Expenditure Survey data

Table 2 and Graph 1 describe the age distribution in downtown Arnprior's trade area. There are a number of differences in the age structure between downtown Arnprior's trade area, the County of Renfrew and the Province of Ontario. In general, the proportion of older age groups is higher in downtown Arnprior's trade area than in the province – each of the age groups over 45 makes up a

larger share of the population in Arnprior's trade area than it does in the province. This is shown by indexes higher than 110 for those age groups.

The Provincial figures show higher percentages of residents in the age groups 25 to 34 years and 35 to 44 years, in Arnprior's downtown trade area and the County of Renfrew suggesting that there are less young families and the area may have an outflow of young people to other areas.

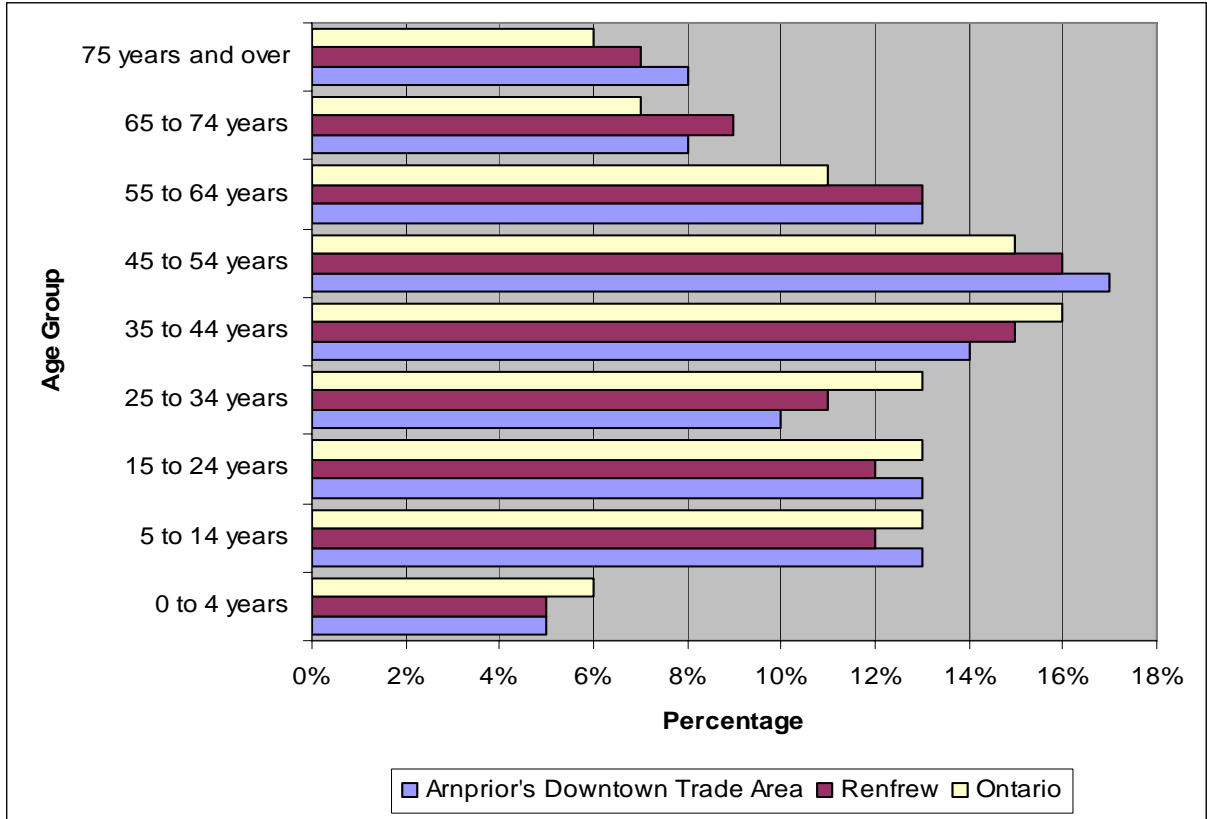
Arnprior differs from the County of Renfrew in two ways: the 5-4 age group is a slightly larger proportion of the trade area population, making up 26% of the trade area compared to 24% in the County; and the 75 years of age and over is larger (perhaps due to the location of seniors facilities and/or nursing homes).

Table 2. Age Distribution

Age	Arnprior's Downtown Trade Area			Renfrew			Ontario		
		%	Index		%	Index		%	Index
2006 Population by Age	13,510			83,190			12,160,280		
Age Group between 0 to 24 years	4,043	30%	94	25,005	30%	94	3,841,165	32%	100
Age Group between 25 to 54 years	5,602	41%	94	34,435	41%	94	5,313,410	44%	100
Age Group between 55 to 74 years	2,859	21%	117	18,050	22%	122	2,224,695	18%	100
Age Group 75 and Over	1,080	8%	133	6,030	7%	117	780,985	6%	100
0 to 4 years	625	5%	83	4,380	5%	95	670,765	6%	100
5 to 14 years	1,712	13%	100	10,310	12%	97	1,540,035	13%	100
15 to 24 years	1,705	13%	94	10,315	12%	92	1,630,365	13%	100
25 to 34 years	1,351	10%	79	9,235	11%	87	1,535,640	13%	100
35 to 44 years	1,929	14%	90	12,160	15%	92	1,916,395	16%	100
45 to 54 years	2,322	17%	112	13,040	16%	102	1,861,375	15%	100
55 to 64 years	1,731	13%	114	10,725	13%	115	1,356,510	11%	100
65 to 74 years	1,129	8%	116	7,325	9%	123	868,185	7%	100
75 years and over	1,080	8%	124	6,030	7%	112	780,985	6%	100
Senior Citizens (65 years and over)	2,209	16%	120	13,355	16%	118	1,649,170	14%	100
Average age	41		106	41		104	39		100
Median age	43		109	42		106	39		100

Source: Statistics Canada, 2006.

Graph 1. Age Distribution



Source: Statistics Canada, 2006.

3.1.3 Population Projections

Anticipated household or population growth/decline may indicate future opportunities for business expansion and recruitment or point to the possible importance of attracting newcomers. Projections are prepared by applying fertility rates and mortality rates to age/sex specific groups and by using past trends in migration.

Table 2 shows that Arnprior's population is expected to show a small decline. This declining trend is projected to continue until to 2018. The decline of 2.6% closely tracks that of the County of Renfrew. If this projected decline in population occurs it can be anticipated that consumer-spending potential in Arnprior's trade area will decrease marginally. Meanwhile, over the same period the Province as a whole is projected to grow by 6.3%.

Table3 . Population Projections

Population Projections	Arnprior's Downtown Trade Area	County of Renfrew	Ontario
Population Projections			
2008 projected	14,017	N/A	N/A
2011 projected	13,902	85,692	13,362,683
2013 projected	13,826	85,209	13,615,153
2018 projected	13,541	83,464	14,206,507
Change in Population (percent)			
2006 to 2008	-0.2%	-0.1%	2.3%
2008 to 2011	-0.8%	-0.8%	2.9%
2011 to 2013	-0.6%	-0.6%	1.9%
2013 to 2018	-2.1%	-2.0%	4.3%

**These population projections have been generated by MapInfo Canada, 2008²*

3.1.4 Daytime Population

"Daytime population" is the total of the estimated number of people:

- a) Who are at work in the trade area during the day; plus,
- b) Those who are at home during the day, such as young children, stay-at-home parents and retirees.

Knowledge of the daytime population assists in considering consumer demand and market size relative to the various functions of the downtown over the span of a typical week. The information helps in gaining an understanding about how weekday customers may differ from evening and weekend users of the downtown. In some communities the number of daytime employees is a significant customer base. This type of spending is not necessarily adequately captured in the trade area spending estimates if many of those employees commute into the community from outside the trade area. A closer look at commuting data may help illustrate whether this is the case in your community.

Table 3 shows that within Arnprior's downtown trade area the 2006 estimated daytime population is 13,487 people. Of this daytime population 51 % are at work in the trade area, 32% are over 15 years of age and at home, and the remaining 17% are children aged 0-14.

² The base population count used for the projections is an adjusted value estimated by MapInfo Canada. This is done, in part, to account for net undercoverage in the Census results from Statistics Canada. For projection purposes the adjusted population count for 2006 in the trade area is higher than the Census count, i.e. 14,044 vs 13,510.

Table 4. Daytime Population

Daytime Population	Arnprior's Downtown Trade Area		Renfrew		Ontario	
		%		%		%
2006 Total Daytime Population	13,487		78,208		12,463,910	
2006 Daytime Employees	6,909	51%	38,485	49%	6,647,128	53%
2006 Daytime Population at home	6,578	49%	39,723	51%	5,816,782	47%
Age 0 to 14 years	2,289	17%	14,510	19%	2,224,096	18%
Age 15 to 64 years	2,263	17%	13,085	17%	1,999,934	16%
Age 65 plus years	2,027	15%	12,128	16%	1,592,752	13%

**This Daytime Population estimate has been generated by MapInfo Canada, 2008*

3.1.5 Households

Along with population and daytime population, the number of households is another method for quantifying the current market size and growth, both of which are vital in determining consumer demand. Households consist of one or more persons who live together in the same housing unit, regardless of their relationship to each other (including all occupied housing units). Changes in the number of households may indicate changes in future demand for goods and services.

In 2006, the number of households in Arnprior's downtown trade area was 5,662. Despite the fact that Arnprior's population is projected to decline the number of households is expected to grow by 0.5% a year resulting in 277 additional households between 2006 and 2018. However, the average number of people living in each household will decline as there will be more single person households. This trend of household growth not aligning with the population change is occurring across the province.

Table 5. Households

Households	Arnprior's Downtown Trade Area	Renfrew	Ontario
2006 Total Households	5,662	34,343	4,750,903
Household Projection and Estimate			
2008 estimated	5,722	34,709	4,916,176
2011 projected	5,805	35,022	5,137,137
2013 projected	5,863	35,229	5,284,559
2018 projected	5,939	35,436	5,625,632
Change in Households (percent)			
2006 to 2008	1.1%	1.1%	3.5%
2008 to 2011	1.5%	0.9%	4.5%
2011 to 2013	1.0%	0.6%	2.9%
2013 to 2018	1.3%	0.6%	6.1%
Average number of persons in private households	2.4	2.5	2.6

** Household estimates and projections have been generated by MapInfo Source: Statistics Canada, 2006 and MapInfo Canada, 2008.*

3.1.6 Income Distribution

Household income is a good indicator of the spending power of residents, as well as their preferences for particular goods and services. Businesses can use income information in several ways. Retailers may consider the median or average household income in a trade area in choosing the product lines or type of merchandise they carry. New businesses may seek a minimum number of households within a certain income range before determining their preferred location. For these reasons the distribution of household income in high or low categories can be as significant as the average or median. For

example, traditional department stores focus on markets with incomes over \$35,000, while some specialty fashion stores target incomes above \$75,000³. It should be noted however, that using income as the sole measure of a market's tastes and preferences may be misleading. Other factors that may be considered include family structure, education, occupation, ethnicity, etc.

In 2005, the average household income in Arnprior's downtown trade area was \$64,417. Table 6 and Graph 2 show that both Arnprior's downtown trade area and the County of Renfrew had lower per capita income and average household income than the Province. This lower income is related to the higher proportion of older residents. Average household incomes in the downtown trade area were higher than in the County. In downtown Arnprior's trade area 20% of households had annual incomes over \$100,000, whereas in the County these households made up only 15% of the households. However, downtown Arnprior's trade area also had a higher proportion of households in the two lowest income categories than did either the County or the province (36% as compared to 34% and 32%).

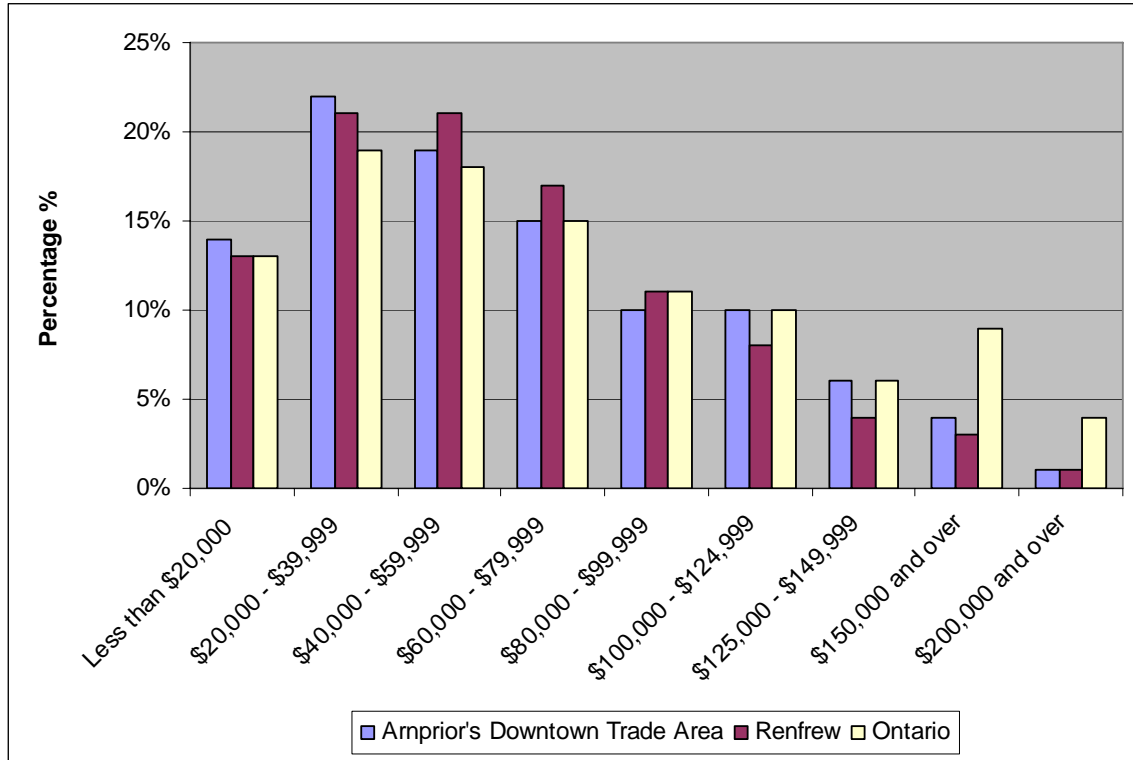
Table 6. Income

Income	Arnprior's Downtown Trade Area		Renfrew		Ontario	
Per Capita Income	\$26,129		\$24,770		\$29,642	
Average household income	\$64,417		\$61,582		\$77,967	
Median Household Income	\$55,464		\$54,393		\$60,554	
2005 Households by Income	5,436		32,645		4,555,025	
Less than \$20,000	750	14%	4,265	13%	597,065	13%
\$20,000 - \$39,999	1,183	22%	6,950	21%	855,600	19%
\$40,000 - \$59,999	1,041	19%	6,955	21%	805,085	18%
\$60,000 - \$79,999	841	15%	5,660	17%	681,830	15%
\$80,000 - \$99,999	551	10%	3,595	11%	521,635	11%
\$100,000 - \$124,999	558	10%	2,614	8%	437,930	10%
\$125,000 - \$149,999	305	6%	1,195	4%	257,345	6%
\$150,000 and over	215	4%	1,041	3%	398,535	9%
\$200,000 and over	49	1%	215	1%	172,630	4%
Average Household Income (\$)						
2008 estimated	\$72,402		\$61,510		\$80,586	
2011 projected	\$80,414		\$66,925		\$88,699	
2013 projected	\$85,752		\$70,549		\$94,165	
2008 Estimated Households by Income (\$)	5,722		34,709		4,916,176	
Less than \$20,000	992	17%	6,204	18%	730,368	15%
\$20,000 - 39,999	1,080	19%	8,674	25%	963,204	20%
\$40,000 - 59,999	1,160	20%	7,745	22%	808,627	16%
\$60,000 - 79,999	1,013	18%	5,609	16%	723,429	15%
\$80,000 - 99,999	542	9%	2,695	8%	508,794	10%
\$100,000 and over	935	16%	3,782	11%	1,181,754	24%

*Income estimates and projections have been generated by MapInfo Canada
Source: Statistics Canada, 2006, and MapInfo Canada, 2008.

³ Downtown and Business District Market Analysis, Center for Community Economic Development, University of Wisconsin

Graph 2. Household Income Distribution



Source: MapInfo Canada, 2008.

Table 7 Household Income by Age.

Household Income by Age	Annprior's Downtown Trade Area				
	Householders 15-24 years	Householders 25-44 years	Householders 45-64 years	Householders 65-74 years	Householders 75 years and over
Total Householders Income by Age	93	1,695	2,230	710	715
Less than \$20,000	51	146	324	119	109
\$20,000 - \$39,999	26	291	318	255	293
\$40,000 - \$59,999	15	347	354	167	157
\$60,000 - \$79,999	0	310	378	82	71
\$80,000 - \$99,999	0	167	314	37	33
\$100,000 - \$124,999	0	209	273	28	48
\$125,000 - \$149,999	0	142	154	9	0
\$150,000 and over	0	83	116	12	4
\$200,000 and over	0	7	30	0	11
Dominant Income Range	<\$20K	\$40K- \$60K	\$60K- \$80K	\$20K-\$40K	\$20K-\$40K
Average household income	\$22,349	\$70,612	\$69,262	\$45,824	\$44,298

Source: Statistics Canada, 2006, and MapInfo Canada, 2008.

3.1.7 Family Structure and Marital Status

Households can be composed of people living alone, families with or without children, single parent households, or a number of unrelated people living together. Family structure is important in identifying different retail opportunities. For instance, households with children generally will spend more money on children's clothes and food while married households without children typically spend more on appliances and home furnishings.

Table 8 shows the family structure for Arnprior's downtown trade area. Similar to the County of Renfrew and the province the trade area has a large percentage of married and common-law couple households. The trade area and Renfrew County both have a higher proportion of couples with no children at home than the province does, (45% and 41% respectively as opposed to the province's 36 %). This situation is also reflected in the "size of families" statistic where the percentage of 2 person families is higher in the trade area and the County than in the province. These values may be due to the older population in the area. The trade area also has a larger proportion of lone parent families than the County (14% versus 11%) but both the County and the trade area have a lower proportion of lone parent families than the province as a whole.

The largest percentage of children at home in Arnprior's trade area are in the age groups spanning 0-14 years (55%). A significant proportion of young people at home are in age groupings that may be employed and therefore may have their own disposable income, i.e. 44 % are 15 and above.

Table 8. Family Structure

Family Structure and Marital Status	Arnprior's Downtown Trade Area			Renfrew			Ontario		
		%	Index		%	Index		%	Index
Census families in private households by family structure	3,953			24,570			3,422,320		
Married & Common-law couples	3,404	86%	102	21,715	88%	104	2,881,605	84%	100
With no children at home	1,626	41%	115	10,935	45%	125	1,217,850	36%	100
With children at home	1,782	45%	92	10,705	44%	89	1,663,755	49%	100
Lone-parent families	549	14%	87	2,810	11%	72	540,715	16%	100
Total children at home by age	4,167			24,550			3,977,005		
Under 6 years of age	786	19%	93	5,185	21%	104	800,665	20%	100
6 - 14 years	1,491	36%	102	9,185	37%	106	1,390,905	35%	100
15 - 17 years	633	15%	122	3,320	14%	108	493,595	12%	100
18 - 24 years	825	20%	95	4,490	18%	87	828,155	21%	100
25 years and over	364	9%	74	2,180	9%	76	463,690	12%	100
Size of families									
2 persons	1,936	46%	119	12,670	52%	132	1,544,385	39%	100
3 persons	894	21%	110	4,805	20%	101	768,690	19%	100
4 persons	710	17%	88	4,640	19%	97	769,210	19%	100
5 or more persons	394	9%	110	2,235	9%	106	340,035	9%	100

Source: Statistics Canada, 2006.

3.1.8 Housing Tenure and Dwelling Characteristics

“Housing tenure” refers to the number of owner occupied and renter occupied housing units. “Dwelling characteristics” refers to the age and type of housing units. These statistics are valuable in analyzing the potential for a variety of different products and services. For instance, a higher level of home ownership typically translates into higher expenditures for home furnishings and home equipment. Furthermore, dwelling characteristics such as the age of the dwelling, type of dwelling unit, etc. may point to different levels of demand for home improvement, furniture, appliances, hardware, paint/wallpaper, floor covering, garden centers and other home products and services.

Table 9 shows the Housing Tenure and Dwelling Characteristics for Arnprior’s downtown trade area. Arnprior’s downtown trade area has a higher percentage (75%) of owner-occupied housing than the province (71%) but a lower value than the County of Renfrew (79%). Arnprior’s downtown trade area and the County both have a higher proportion of older dwellings built before 1946 (28% and 21%) than the Province (15%). In terms of newer housing built since 1996, the trade area and County have a lower proportion (10% and 10%) than the Province (16%). In Arnprior’s trade area the average housing value in 2006 at \$210,746 was higher than in Renfrew County, but both are lower than the provincial average. The percentage of people paying 30% or more of their household income on housing was also lower in the trade area (26%) and in the County (21%) than in the Province (30 %). In terms of how much available income residents have to spend on goods and services, lower housing costs may counteract otherwise lower average incomes.

Table 9. Housing Tenure and Dwelling Characteristics

Housing Tenure and Dwelling Characteristics	Arnprior's Downtown Trade Area			Renfrew			Ontario		
		%	Index		%	Index		%	Index
2006 Total Occupied Private Dwellings	5,446			33,065			4,554,250		
2006 Housing Ownership	5,446			33,065			4,554,250		
Owned	4,086	75%	105	26,210	79%	111	3,235,495	71%	100
Rented	1,315	24%	83	6,510	20%	68	1,312,295	29%	100
Occupied Private Dwellings by Period of Construction	5,446			33,065			4,554,250		
Before 1946	1,505	28%	185	6,720	20%	136	677,875	15%	100
1946 - 1960	767	14%	92	5,950	18%	118	690,155	15%	100
1961 - 1970	564	10%	73	4,305	13%	92	640,660	14%	100
1971 - 1980	822	15%	88	5,115	15%	90	776,745	17%	100
1981 - 1985	303	6%	74	1,930	6%	78	338,575	7%	100
1986 - 1990	472	9%	96	2,500	8%	83	410,155	9%	100
1991 - 1995	369	7%	105	2,530	8%	119	291,480	6%	100
1996 - 2000	211	4%	56	1,515	5%	66	312,215	7%	100
2001 - 2006	341	6%	68	1,815	5%	59	417,170	9%	100
Dominant period of construction	Before 1946	28%		Before 1946	21%		1971 - 1980	17%	
Occupied Private Dwellings by Maintenance Required	5,446			33,065			4,554,250		
Regular maintenance only	3,380	62%	91	19,950	60%	88	3,092,900	68%	100
Minor repairs	1,682	31%	121	10,210	31%	121	1,162,105	26%	100
Major repairs	376	7%	104	2,565	8%	117	300,015	7%	100
2006 Type of Housing Units									
Single-detached house	3,929	72%	128	27,185	82%	146	2,551,760	56%	100
Semi-detached house	276	5%	88	1,240	4%	65	260,175	6%	100
Row house	195	4%	45	1,110	3%	42	358,500	8%	100
Apartment, duplex	84	2%	44	295	1%	25	158,755	3%	100
Apartment less than 5 storeys	822	15%	140	2,770	8%	77	490,355	11%	100
Apartment 5 or more storeys	95	2%	11	95	0%	1	710,790	16%	100
Other single-attached house	10	0%	71	120	0%	140	11,725	0%	100
Movable dwelling	36	1%	247	230	1%	259	12,200	0%	100
Average Value of Dwelling	\$210,746			\$182,103			\$297,479		100
Rented Dwellings	1,315		100	6,510		100	1,312,295		100
Households spending 30% or more of household income on gross rent	237	18%	103	825	13%	72	228,410	17%	100
Owned Dwellings	4,086		100	26,210		100	3,235,495		100
Spending 30%+ of house hold income on shelter	321	8%	61	2,010	8%	60	410,725	13%	100

Source: Statistics Canada, 2006.

3.1.9 Educational Attainment

Although retailers are generally interested in income levels to determine potential demand, educational attainment is also a useful indicator for specific types of products, such as books, computers or software.

Table 10 shows the educational attainment for the population aged 20 and over in Arnprior's downtown trade area. Arnprior's downtown trade area has a lower percentage of people with less than a high school diploma (13%) than either the County (15%) or the province (14%). On the other end of the spectrum Arnprior's trade area has a significantly lower proportion of people with University degrees (15%) than does the province (26%). The downtown trade area has a higher percentage of people with a trades certificates and college diplomas (11% and 27%), compared to Ontario (9% and 22%). Generally speaking this phenomenon is true of many smaller centres and rural areas across the province and is reflected in the County values as well.

Table 10. Educational Attainment

Educational Attainment	Arnprior's Downtown Trade Area			Renfrew			Ontario		
		%	Index		%	Index		%	Index
Population 25 to 64 years by Educational Attainment	7,238			44,395			6,638,330		
Less than High School	970	13%	98	6,850	15%	113	899,530	14%	100
High school graduate	2,199	30%	121	14,325	32%	128	1,660,670	25%	100
Trades certificate	770	11%	121	5,340	12%	137	581,125	9%	100
College (with diploma)	1,932	27%	121	11,020	25%	112	1,461,630	22%	100
University (with bachelor's or higher)	1,102	15%	58	5,425	12%	46	1,725,420	26%	100

Source: Statistics Canada, 2006.

3.1.10 Employment

Table 11 presents the breakdown of the employment level of residents in downtown Arnprior's trade area compared to the County and Province. It should be noted that this distribution reflects workers living within the trade area and not necessarily commuting into Arnprior.

Arnprior's downtown trade area has a lower participation rate in the labour force (65%) when compared with the Province (67%). In 2006, downtown Arnprior's trade area had a lower unemployment rate than both the County and the Province.

Table 11. Employment

Employment	Arnprior's Downtown Trade Area			Renfrew			Ontario		
		%	Index		%	Index		%	Index
Total Population 25 years and over by Labour Force Activity	9,410			56,930			8,194,585		
In the labour force	6,086	65%	95	35,835	63%	93	5,528,220	67%	100
Employed	5,845	62%	96	34,070	60%	93	5,258,820	64%	100
Unemployed	241		77	1,765		94	269,395		100
Not in the labour force	3,322	35%	108	21,030	37%	113	2,666,365	33%	100
Participation rate	64.7%		95	62.9%		93	67.5%		100
Unemployment rate	4.0%		81	4.9%		101	4.9%		100
Employment-population ratio	62.1%		96	59.8%		93	64.2%		100

Source: Statistics Canada, 2006.

3.1.11 Occupations

The concentration of white or blue-collar workers can be another gauge of a market's taste preferences. Table 12 shows Arnprior's downtown trade area has a higher proportion of blue-collar employees than the province (26% versus 23%) and the proportion of white-collar employees in Arnprior's trade area (34%) is less than the province of Ontario (37%)⁴. However, the reverse is true when comparing the downtown trade area to the County – the county having lower proportion of white collar and higher blue collar than the Arnprior trade area.

Table 12. Occupations

Occupations	Arnprior's Downtown Trade Area			Renfrew			Ontario		
		%	Index		%	Index		%	Index
Labour Force 15 years and over	7,217			42,655			6,587,580		
White Collar	2,424	34%	90	12,295	29%	77	2,446,740	37%	100
Grey Collar	2,572	36%	94	16,975	40%	105	2,487,030	38%	100
Blue Collar	1,897	26%	112	11,840	28%	118	1,539,950	23%	100
Occupation - Not applicable	131	2%	105	545	1%	73	113,845	2%	100

Source: Statistics Canada, 2006.

3.1.12 Ethnic Origin

The ethnic origin of potential customers in a trade area affects the relative demand for different types of goods and services. Therefore, knowing the ethnicity of the people in an area may be an important factor in choosing the merchandise to be carried or in selecting the advertising media to reach different market segments.

There are more than 200 different ethnic origins according to the 2006 Canadian Census. The diversity of Canada is one of its key features and immigrants are one of the most important components of Canada's population growth.

Table 13 shows that the trade area and county both have a higher proportion of people from anglo-saxon or french descent than the Province.

Table 13. Ethnic Origin

Ethnic Origin	Arnprior's Downtown Trade Area		Renfrew		Ontario	
		%		%		%
Total Population by Ethnic Origin (Single and Multiple Responses)	13,431		81,495		12,028,900	
Top 5 Ethnic Origins	Canadian	18%	Canadian	17%	English	14%
	Irish	16%	Irish	14%	Canadian	13%
	Scottish	15%	English	13%	Scottish	10%
	English	15%	Scottish	12%	Irish	10%
	French	12%	French	12%	French	7%

Source: Statistics Canada, 2006.

⁴ A breakdown of the Occupations and their classification is available in the Glossary

3.1.13 Recent Immigrants

Table 14 shows that there are relatively few recent immigrants to the trade area and these are predominantly from the United States. A small group of people from India have also recently immigrated to the trade area.

Table 14. Recent Immigrants

Recent Immigrants by Place of Birth	Arnprior's Downtown Trade Area		Renfrew		Ontario	
		%		%		%
Total Recent Immigrants by Selected Places of Birth	107		280		580,740	
Top 5 Recent Immigrant Places of Birth	United States	60%	United States	31%	India	15%
	India	20%	United Kingdom	21%	All other places of birth	15%
	All other places of birth	10%	All other places of birth	14%	China	13%
	United Kingdom	10%	India	10%	Pakistan	8%
	Bulgaria	0%	Germany	7%	Philippines	6%

Source: Statistics Canada, 2006.

4.0 Household Expenditure Estimates

This section presents estimates of expenditures for trade area residents for particular products and services. Household spending on goods and services are key indicators in estimating consumer purchasing power and market potential. The Household Expenditure Potential data provides estimates of average annual expenditures for a wide range of goods and services for Canadian households. The data includes both average dollars per household and total dollars spent within the downtown trade area.

This dataset can be used to:

- Estimate total expenditure for a good or service in the trade area.
- Compare local supply against market demand.
- Used as a reference in conjunction with a businesses own sales data to derive first approximation estimates of market share. This aids in developing effective strategies for business development.

Readers are cautioned that the methodology of creating these estimates reflects economic and demographic assumptions and limitations (see Appendix A) as well as possible errors resulting from local survey sampling. It is recommended that anyone interpreting these estimates should familiarize themselves with these factors before drawing any conclusions based on the information provided.

The tables that follow include expenditure categories that fall under the major categories listed below. The unit of measure is total dollars spent each year.

2005 Canadian Expenditure Potential Categories

- *Food*
- *Shelter*
- *Household Operation*
- *Household Furnishings and Equipment*
- *Clothing*
- *Transportation*
- *Health Care*
- *Personal Care*
- *Recreation*
- *Reading Materials and Other Printed matter*
- *Tobacco Products and Alcoholic Beverage*

**Expenditure Potential represents the expenditure patterns of Canadians based on Statistics Canada's Survey of Household Spending, MapInfo Canada's Estimates and Projections and PSYTE Canada Advantage cluster system. For more information on the methodology used by MapInfo please refer to Appendix 1.*

Expenditure Potential Summary

2008 CanEx - Expenditures Summary	Arnprior's Downtown Trade Area			Renfrew		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Total expenditure	\$402,988,243	\$70,424	92	\$61,247	80	\$76,064	100
Total current consumption	\$293,167,882	\$51,232	95	\$45,215	84	\$53,689	100
Food	\$45,248,621	\$7,907	99	\$7,028	88	\$7,947	100
Shelter	\$76,918,473	\$13,442	91	\$11,274	76	\$14,723	100
Household operation	\$19,196,072	\$3,355	97	\$3,044	88	\$3,451	100
Household furnishings and equipment	\$13,243,897	\$2,314	101	\$2,025	88	\$2,284	100
Clothing	\$16,684,996	\$2,916	92	\$2,511	80	\$3,136	100
Transportation	\$52,907,153	\$9,246	92	\$8,599	86	\$9,996	100
Health care	\$10,015,433	\$1,750	106	\$1,638	99	\$1,644	100
Personal care	\$6,892,411	\$1,204	96	\$1,036	82	\$1,253	100
Recreation	\$25,165,568	\$4,398	96	\$3,885	85	\$4,560	100
Reading materials and other printed matter	\$2,109,164	\$369	104	\$321	90	\$353	100
Education	\$6,265,298	\$1,095	77	\$798	56	\$1,416	100
Tobacco products and alcoholic beverages	\$9,769,146	\$1,707	116	\$1,630	110	\$1,471	100
Games of chance	\$2,155,914	\$377	116	\$340	104	\$325	100
Miscellaneous expenditures	\$6,595,736	\$1,153	101	\$1,086	95	\$1,131	100
Personal taxes	\$74,764,757	\$13,065	78	\$10,813	65	\$16,540	100
Personal insurance payments and pension contributions	\$24,352,898	\$4,256	105	\$3,602	89	\$4,029	100
Gifts of money and contributions	\$10,702,704	\$1,870	103	\$1,617	89	\$1,806	100

Source: MapInfo Canada, 2008.

Food

2008 CanEx - Expenditures Food	Arnprior's Downtown Trade Area			Renfrew		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Food	\$45,248,621	\$7,907	99	\$7,028	88	\$7,947	100
Food purchased from stores	\$35,353,628	\$6,178	101	\$5,553	91	\$6,070	100
Locally and on day trips	\$34,706,683	\$6,065	101	\$5,447	91	\$5,965	100
While on trips overnight or longer	\$646,941	\$113	107	\$106	100	\$105	100
Board paid to private households	\$228,626	\$40	104	\$37	97	\$38	100
Day board and children's lunches	\$116,460	\$20	139	\$17	118	\$15	100
While on trips overnight or longer	\$112,166	\$20	83	\$20	84	\$24	100
Food purchased from restaurants	\$9,666,370	\$1,689	91	\$1,438	78	\$1,839	100

Source: MapInfo Canada, 2008.

Shelter

2008 CanEx - Expenditures Shelter	Arnprior's Downtown Trade Area			Renfrew		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Shelter	\$76,918,473	\$13,442	91	\$11,274	76	\$14,723	100
Principal accommodation	\$72,628,968	\$12,692	91	\$10,603	76	\$13,934	100
Rented living quarters	\$17,841,788	\$3,118	96	\$2,280	70	\$3,240	100
Rent	\$17,539,046	\$3,065	96	\$2,229	70	\$3,178	100
Tenants' maintenance, repairs and alterations	\$68,447	\$12	47	\$22	88	\$25	100
Tenants' insurance premiums	\$234,292	\$41	111	\$29	79	\$37	100
Owned living quarters	\$40,169,024	\$7,020	83	\$5,931	70	\$8,377	100
Regular mortgage payments	\$21,008,843	\$3,671	79	\$3,126	67	\$4,631	100
Maintenance, repairs and replacements	\$4,894,473	\$855	112	\$742	97	\$763	100
Condominium charges	\$459,624	\$80	46	\$74	42	\$174	100
Property taxes	\$8,937,089	\$1,562	84	\$1,246	67	\$1,855	100
Homeowners' insurance premiums	\$2,569,895	\$449	110	\$400	98	\$405	100
Other expenditures for owned living quarters	\$2,299,101	\$402	73	\$343	62	\$548	100
Commissions for sale of real estate	\$964,066	\$168	82	\$134	65	\$205	100
Legal fees related to the dwelling(s)	\$369,888	\$65	83	\$58	74	\$77	100
Mortgage insurance premiums	\$548,900	\$96	102	\$80	86	\$93	100
Appraisals, surveying and mortgage penalties	\$193,304	\$34	37	\$39	43	\$90	100
Transfer taxes and land registration fees	\$222,944	\$39	47	\$32	38	\$82	100
Water, fuel and electricity	\$14,618,157	\$2,555	110	\$2,392	103	\$2,316	100
Water and sewage	\$1,686,222	\$295	94	\$263	83	\$313	100
Fuel (e.g., oil, gas)	\$5,608,047	\$980	107	\$908	99	\$909	100
Electricity	\$7,323,891	\$1,280	116	\$1,221	111	\$1,094	100
Other accommodation	\$4,289,506	\$750	94	\$671	85	\$789	100
Owned vacation home	\$1,062,701	\$186	82	\$178	78	\$226	100
Maintenance, repairs and replacements	\$155,441	\$27	78	\$26	73	\$35	100
Property taxes and sewage charges	\$457,390	\$80	82	\$70	72	\$96	100
Insurance premiums	\$97,802	\$17	78	\$18	82	\$22	100
Electricity, water and fuel	\$194,300	\$34	90	\$31	82	\$37	100
Other expenses for owned vacation home	\$157,770	\$28	77	\$34	95	\$35	100
Traveller accommodation	\$3,226,806	\$564	100	\$493	87	\$563	100
Hotels and motels	\$2,321,261	\$406	95	\$356	84	\$423	100
Other accommodation away from home	\$905,545	\$158	112	\$137	97	\$140	100

Source: MapInfo Canada, 2008.

Household Furnishings

2008 CanEx - Expenditures Household Equipment	Arnprior's Downtown Trade Area			Renfrew		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Household equipment	\$5,735,265	\$1,002	108	\$920	99	\$922	100
Household appliances	\$2,416,125	\$422	100	\$401	95	\$419	100
Room air conditioners, portable humidifiers and dehumidifiers	\$82,519	\$14	102	\$13	91	\$14	100
Refrigerators and freezers	\$564,346	\$99	105	\$88	94	\$93	100
Cooking stoves and ranges	\$388,099	\$68	132	\$61	119	\$51	100
Microwave and convection ovens	\$76,861	\$13	73	\$13	72	\$18	100
Gas barbecues	\$128,573	\$22	83	\$24	88	\$27	100
Small electric food preparation appliances	\$220,998	\$39	87	\$38	85	\$44	100
Washers and dryers	\$396,103	\$69	98	\$69	98	\$70	100
Vacuum cleaners and other rug cleaning equipment	\$219,036	\$38	104	\$38	103	\$36	100
Portable dishwashers	\$37,115	\$6	68	\$8	80	\$9	100
Sewing machines	\$78,777	\$14	78	\$15	83	\$17	100
Other electric equipment and appliances	\$121,653	\$21	106	\$18	90	\$20	100
Attachments and parts for major appliances	\$102,048	\$18	104	\$17	97	\$17	100
Home and workshop tools and equipment	\$971,224	\$170	147	\$146	127	\$115	100
Power tools and equipment	\$560,517	\$98	140	\$90	129	\$70	100
Other tools	\$410,705	\$72	158	\$56	123	\$45	100
Lawn, garden and snow-removal tools and equipment	\$1,013,573	\$177	137	\$159	123	\$128	100
Power lawn mowers and garden equipment	\$561,467	\$98	152	\$83	128	\$65	100
Snow-blowers	\$248,669	\$43	160	\$42	154	\$27	100
Other lawn, garden and snow removal tools and equipment	\$203,438	\$36	96	\$34	93	\$37	100
Lamps and lampshades	\$118,093	\$21	71	\$18	63	\$29	100
Non-electric kitchen and cooking equipment	\$310,897	\$54	100	\$48	90	\$54	100
Tableware, flatware and knives	\$92,634	\$16	56	\$16	54	\$29	100
Non-electric cleaning equipment	\$223,135	\$39	103	\$36	94	\$38	100
Luggage	\$133,624	\$23	81	\$21	73	\$29	100
Home security equipment	\$48,329	\$8	64	\$10	72	\$13	100
Other household equipment, parts and accessories	\$407,634	\$71	104	\$64	93	\$68	100
Maintenance and repairs of furniture and equipment	\$382,574	\$67	73	\$64	70	\$91	100
Furniture, carpeting and household textiles	\$194,154	\$34	63	\$34	62	\$54	100
Major household appliances	\$95,012	\$17	71	\$17	74	\$23	100
Other maintenance and repairs of furniture and equipment	\$93,407	\$16	111	\$14	92	\$15	100
Services related to furnishings and equipment	\$414,641	\$72	85	\$56	65	\$85	100
Rental of heating equipment	\$246,343	\$43	106	\$31	76	\$40	100
Other services related to furnishings and equipment	\$168,299	\$29	66	\$25	55	\$44	100

Source: MapInfo Canada, 2008.

Household Operation

2008 CanEx - Expenditures Household Operation	Arnprior's Downtown Trade Area			Renfrew		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Household operation	\$19,196,072	\$3,355	97	\$3,044	88	\$3,451	100
Communications	\$8,068,486	\$1,410	97	\$1,303	89	\$1,452	100
Telephone	\$5,496,479	\$961	103	\$905	97	\$930	100
Purchase of telephones and equipment	\$227,135	\$40	97	\$36	88	\$41	100
Telephone services	\$5,269,344	\$921	103	\$869	97	\$889	100
Telephone service	\$5,219,882	\$912	103	\$860	97	\$881	100
Installation and repairs	\$49,462	\$9	104	\$9	112	\$8	100
Cellular services	\$1,252,831	\$219	77	\$196	69	\$284	100
Internet services	\$907,278	\$159	91	\$134	76	\$174	100
Postal and other communication services	\$411,896	\$72	112	\$67	105	\$64	100
Child care expenses	\$1,643,965	\$287	73	\$267	68	\$392	100
Child care outside the home	\$1,255,581	\$219	78	\$200	71	\$278	100
Day-care centres	\$875,752	\$153	82	\$131	70	\$185	100
Other child care outside the home	\$379,826	\$66	71	\$69	74	\$93	100
Child care in the home	\$388,382	\$68	59	\$67	59	\$114	100
Domestic and other custodial services	\$625,784	\$109	58	\$97	51	\$188	100
Pet expenses	\$2,594,812	\$453	116	\$410	105	\$388	100
Pet food	\$1,357,142	\$237	125	\$222	117	\$189	100
Purchase of pets	\$89,470	\$16	84	\$20	108	\$19	100
Purchase of pet related goods	\$265,016	\$46	107	\$44	101	\$43	100
Veterinarian and other services	\$883,187	\$154	112	\$123	89	\$137	100
Household cleaning supplies	\$1,684,416	\$294	109	\$268	99	\$269	100
Paper, plastic and foil household supplies	\$2,174,116	\$380	106	\$346	97	\$357	100
Stationery (excluding school supplies)	\$484,848	\$85	106	\$72	91	\$80	100
Other paper and plastic supplies	\$1,689,268	\$295	106	\$274	98	\$277	100
Other paper supplies	\$1,130,750	\$198	104	\$186	98	\$189	100
Other plastic supplies	\$558,516	\$98	110	\$88	99	\$89	100
Garden supplies and services	\$1,890,784	\$330	101	\$273	83	\$325	100
Nursery and greenhouse stock, cut flowers, and deco	\$1,046,423	\$183	105	\$150	87	\$173	100
Fertilizers, soil and soil conditioners	\$203,746	\$36	94	\$31	81	\$38	100
Pesticides	\$64,902	\$11	106	\$12	109	\$11	100
Horticultural services, snow and garbage removal	\$575,711	\$101	96	\$81	77	\$104	100
Other household supplies	\$513,705	\$90	112	\$81	100	\$80	100

Source: MapInfo Canada, 2008.

Household Equipment

2008 CanEx - Expenditures Household Equipment	Arnprior's Downtown Trade Area			Renfrew		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Household equipment	\$5,735,265	\$1,002	108	\$920	99	\$922	100
Household appliances	\$2,416,125	\$422	100	\$401	95	\$419	100
Room air conditioners, portable humidifiers and dehumidifiers	\$82,519	\$14	102	\$13	91	\$14	100
Refrigerators and freezers	\$564,346	\$99	105	\$88	94	\$93	100
Cooking stoves and ranges	\$388,099	\$68	132	\$61	119	\$51	100
Microwave and convection ovens	\$76,861	\$13	73	\$13	72	\$18	100
Gas barbecues	\$128,573	\$22	83	\$24	88	\$27	100
Small electric food preparation appliances	\$220,998	\$39	87	\$38	85	\$44	100
Washers and dryers	\$396,103	\$69	98	\$69	98	\$70	100
Vacuum cleaners and other rug cleaning equipment	\$219,036	\$38	104	\$38	103	\$36	100
Portable dishwashers	\$37,115	\$6	68	\$8	80	\$9	100
Sewing machines	\$78,777	\$14	78	\$15	83	\$17	100
Other electric equipment and appliances	\$121,653	\$21	106	\$18	90	\$20	100
Attachments and parts for major appliances	\$102,048	\$18	104	\$17	97	\$17	100
Home and workshop tools and equipment	\$971,224	\$170	147	\$146	127	\$115	100
Power tools and equipment	\$560,517	\$98	140	\$90	129	\$70	100
Other tools	\$410,705	\$72	158	\$56	123	\$45	100
Lawn, garden and snow-removal tools and equipment	\$1,013,573	\$177	137	\$159	123	\$128	100
Power lawn mowers and garden equipment	\$561,467	\$98	152	\$83	128	\$65	100
Snow-blowers	\$248,669	\$43	160	\$42	154	\$27	100
Other lawn, garden and snow removal tools and equipment	\$203,438	\$36	96	\$34	93	\$37	100
Lamps and lampshades	\$118,093	\$21	71	\$18	63	\$29	100
Non-electric kitchen and cooking equipment	\$310,897	\$54	100	\$48	90	\$54	100
Tableware, flatware and knives	\$92,634	\$16	56	\$16	54	\$29	100
Non-electric cleaning equipment	\$223,135	\$39	103	\$36	94	\$38	100
Luggage	\$133,624	\$23	81	\$21	73	\$29	100
Home security equipment	\$48,329	\$8	64	\$10	72	\$13	100
Other household equipment, parts and accessories	\$407,634	\$71	104	\$64	93	\$68	100
Maintenance and repairs of furniture and equipment	\$382,574	\$67	73	\$64	70	\$91	100
Furniture, carpeting and household textiles	\$194,154	\$34	63	\$34	62	\$54	100
Major household appliances	\$95,012	\$17	71	\$17	74	\$23	100
Other maintenance and repairs of furniture and equipment	\$93,407	\$16	111	\$14	92	\$15	100
Services related to furnishings and equipment	\$414,641	\$72	85	\$56	65	\$85	100
Rental of heating equipment	\$246,343	\$43	106	\$31	76	\$40	100
Other services related to furnishings and equipment	\$168,299	\$29	66	\$25	55	\$44	100

Source: MapInfo Canada, 2008.

Clothing

2008 CanEx - Expenditures Clothing	Arnprior's Downtown Trade Area			Renfrew		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Clothing	\$16,684,996	\$2,916	92	\$2,511	80	\$3,136	100
Women's and Girls' wear (4 years and over)	\$8,403,724	\$1,469	91	\$1,275	79	\$1,601	100
Clothing	\$4,929,795	\$861	90	\$740	77	\$954	100
Footwear	\$1,310,519	\$229	89	\$202	78	\$256	100
Athletic footwear	\$432,362	\$76	90	\$73	86	\$84	100
Non-athletic footwear	\$878,156	\$153	89	\$129	74	\$172	100
Accessories	\$274,829	\$48	85	\$40	71	\$56	100
Jewellery and watches	\$923,342	\$161	97	\$141	85	\$166	100
Watches	\$109,684	\$19	75	\$18	69	\$26	100
Jewellery	\$813,662	\$142	101	\$124	87	\$140	100
Clothing gifts to non-household members	\$965,236	\$169	100	\$152	90	\$168	100
Men's and Boys' wear (4 years and over)	\$6,410,792	\$1,120	96	\$977	83	\$1,166	100
Clothing	\$3,827,917	\$669	94	\$586	82	\$710	100
Footwear	\$1,224,504	\$214	97	\$189	86	\$220	100
Athletic footwear	\$581,395	\$102	94	\$89	83	\$108	100
Non-athletic footwear	\$643,112	\$112	100	\$100	88	\$112	100
Accessories	\$230,527	\$40	95	\$35	84	\$42	100
Jewellery and watches	\$387,473	\$68	113	\$51	85	\$60	100
Watches	\$120,591	\$21	85	\$20	78	\$25	100
Jewellery	\$266,878	\$47	134	\$31	90	\$35	100
Clothing gifts to non-household members	\$740,373	\$129	96	\$116	86	\$135	100
Children's wear (under 4 years)	\$578,858	\$101	92	\$87	79	\$110	100
Clothing and cloth diapers	\$177,493	\$31	81	\$26	69	\$38	100
Footwear	\$21,897	\$4	54	\$4	59	\$7	100
Clothing gifts to non-household members	\$379,467	\$66	102	\$57	87	\$65	100
Clothing material, notions and services	\$1,291,627	\$226	87	\$172	66	\$259	100
Clothing material (excluding household textiles)	\$150,710	\$26	113	\$25	105	\$23	100
Notions	\$142,171	\$25	137	\$25	140	\$18	100
Yarn (except for craft yarn)	\$69,920	\$12	169	\$12	164	\$7	100
Thread and other notions	\$72,250	\$13	116	\$14	125	\$11	100
Services	\$998,746	\$175	80	\$122	56	\$218	100
Dressmaking, tailoring, clothing storage and other	\$42,230	\$7	57	\$7	56	\$13	100
Laundry and dry-cleaning service	\$417,837	\$73	66	\$53	48	\$109	100
Laundromats and self-service dry cleaning	\$403,738	\$71	101	\$44	64	\$70	100
Maintenance, repair and alteration	\$134,942	\$24	89	\$17	65	\$26	100

Source: MapInfo Canada, 2008.

Transportation

2008 CanEx - Expenditures Transportation	Arnprior's Downtown Trade Area			Renfrew		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Transportation	\$52,907,153	\$9,246	92	\$8,599	86	\$9,996	100
Private transportation	\$49,146,462	\$8,589	94	\$8,032	88	\$9,050	100
Purchase of automobiles and trucks	\$18,135,007	\$3,169	88	\$3,210	89	\$3,579	100
Automobiles	\$11,393,886	\$1,991	89	\$1,846	83	\$2,220	100
Trucks (including vans)	\$8,148,153	\$1,424	90	\$1,592	100	\$1,580	100
Separate sale of automobiles and trucks	-\$1,407,033	-\$246	111	-\$227	102	-\$221	100
Purchase of automotive accessories	\$289,876	\$51	113	\$41	91	\$45	100
Rented and leased automobiles and trucks	\$3,685,384	\$644	79	\$542	66	\$809	100
Rented automobiles & trucks	\$468,394	\$82	89	\$66	72	\$91	100
Automobiles	\$300,802	\$53	74	\$47	67	\$70	100
Rental fees (including insurance and mileage)	\$249,942	\$44	75	\$39	67	\$58	100
Gas and other fuels	\$50,861	\$9	80	\$8	73	\$11	100
Other expenses for rented automobiles	\$0	\$0		\$0		\$1	100
Trucks (including vans)	\$167,590	\$29	140	\$19	90	\$21	100
Rental fees (including insurance and mileage)	\$106,843	\$19	121	\$14	88	\$15	100
Gas and other fuels	\$50,915	\$9	171	\$5	97	\$5	100
Other expenses for rented trucks	\$9,835	\$2	433	\$0	110	\$0	100
Leasing fees for automobiles and trucks	\$3,216,993	\$562	78	\$475	66	\$718	100
Regular leasing fees for automobiles and trucks	\$2,780,396	\$486	77	\$424	67	\$624	100
Other leasing fees for automobiles and trucks	\$436,599	\$76	81	\$51	54	\$94	100
Operation of owned and leased automobiles and trucks	\$27,036,193	\$4,725	102	\$4,240	91	\$4,617	100
Gasoline and other fuels	\$12,019,288	\$2,100	107	\$1,965	100	\$1,958	100
Tires, batteries, and other automotive parts and supplies	\$1,634,749	\$286	117	\$282	115	\$244	100
Maintenance and repair	\$3,978,319	\$695	106	\$556	85	\$652	100
Garage rent and parking	\$400,141	\$70	69	\$46	46	\$100	100
At dwelling (not included in rent)	\$67,635	\$12	98	\$5	44	\$12	100
Parking away from home	\$332,505	\$58	65	\$41	46	\$88	100
Driving lessons	\$184,255	\$32	125	\$26	103	\$26	100
Drivers' licences and tests	\$190,606	\$33	98	\$33	96	\$34	100
Private and public vehicle insurance premiums	\$7,009,260	\$1,225	92	\$1,060	80	\$1,325	100
Registration fees (incl. insurance if applicable)	\$1,287,862	\$225	101	\$231	104	\$222	100
Other automobile and truck operation services	\$331,722	\$58	100	\$40	68	\$58	100
Public transportation	\$3,760,687	\$657	69	\$567	59	\$947	100
City or commuter bus, subway, street car and train	\$533,837	\$93	36	\$69	27	\$254	100
Taxi	\$410,129	\$72	116	\$56	91	\$62	100
Airplane	\$2,112,449	\$369	74	\$332	66	\$496	100
Train	\$62,857	\$11	56	\$9	44	\$19	100
Highway bus	\$153,404	\$27	132	\$20	100	\$20	100
Other passenger transportation	\$260,899	\$46	95	\$46	96	\$48	100
Household moving, storage and delivery services	\$227,117	\$40	83	\$34	71	\$48	100

Health Care

2008 CanEx - Expenditures Health care	Arnprior's Downtown Trade Area			Refrew		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Health care	\$10,015,433	\$1,750	106	\$1,638	99	\$1,644	100
Direct costs to household	\$7,517,641	\$1,314	111	\$1,180	100	\$1,173	100
Health care supplies	\$235,477	\$41	118	\$34	98	\$35	100
Medicinal and pharmaceutical products	\$3,029,890	\$529	121	\$524	120	\$434	100
Prescribed	\$1,748,398	\$306	126	\$323	133	\$242	100
Other medicines and pharmaceutical products	\$1,281,492	\$224	116	\$201	104	\$192	100
Physicians' care	\$64,223	\$11	71	\$11	67	\$16	100
Other health care practitioners	\$723,096	\$126	126	\$83	83	\$100	100
Eye-care goods and services	\$1,086,188	\$190	104	\$169	92	\$182	100
Prescription eye wear	\$800,158	\$140	100	\$122	87	\$139	100
Prescription eyeglasses	\$700,148	\$122	103	\$107	90	\$118	100
Prescription contact lenses	\$100,007	\$17	81	\$16	72	\$21	100
Other eye care goods	\$134,269	\$23	98	\$20	82	\$24	100
Eye care services (e.g., surgery, exams)	\$151,765	\$27	139	\$26	138	\$19	100
Dental services	\$2,079,388	\$363	100	\$315	86	\$363	100
Hospital care	\$57,934	\$10	108	\$7	74	\$9	100
Other medical services	\$241,446	\$42	123	\$38	110	\$34	100
Health insurance premiums	\$2,497,793	\$436	92	\$458	97	\$470	100
Public hospital, medical and drug plans	\$530,026	\$93	74	\$110	88	\$125	100
Private health insurance plans	\$1,967,766	\$344	99	\$347	100	\$345	100
Private health care plans (benefit/drug plans)	\$1,326,265	\$232	112	\$230	111	\$205	100
Dental plans	\$203,205	\$36	99	\$35	97	\$36	100
Accident and disability insurance	\$438,295	\$77	73	\$83	79	\$105	100

Source: MapInfo Canada, 2008.

Personal Care

2008 CanEx - Expenditures Personal care	Arnprior's Downtown Trade Area			Renfrew		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Personal care	\$6,892,411	\$1,204	96	\$1,036	82	\$1,253	100
Personal care supplies and equipment	\$4,104,799	\$717	98	\$638	87	\$732	100
Personal care preparations	\$3,391,594	\$593	98	\$522	86	\$601	100
Hair care products	\$954,880	\$167	103	\$153	94	\$162	100
Makeup, skin care and manicure products	\$715,909	\$125	92	\$99	73	\$135	100
Fragrance products	\$502,448	\$88	89	\$77	78	\$98	100
Personal deodorants and soaps	\$732,682	\$128	103	\$116	93	\$124	100
Oral hygiene products	\$485,676	\$85	102	\$77	92	\$83	100
Disposable diapers	\$214,694	\$38	77	\$39	80	\$49	100
Electric hair-styling and personal care appliances	\$122,499	\$21	97	\$17	79	\$22	100
Other personal care supplies and equipment	\$376,009	\$66	110	\$60	100	\$59	100
Personal care services	\$2,787,612	\$487	93	\$398	76	\$521	100
Hair grooming	\$2,457,876	\$430	94	\$356	77	\$457	100
Other personal services	\$329,739	\$58	89	\$42	65	\$65	100

Source: MapInfo Canada, 2008.

Recreation

2008 CanEx - Expenditures Recreation	Arnprior's Downtown Trade Area			Renfrew		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Recreation	\$25,165,568	\$4,398	96	\$3,885	85	\$4,560	100
Recreation equipment and associated services	\$7,730,358	\$1,351	103	\$1,213	92	\$1,305	100
Sports and athletic equipment	\$1,228,305	\$215	111	\$191	99	\$192	100
Playground equipment, above-ground pools and accessories	\$208,419	\$36	154	\$31	129	\$24	100
Toys and children's vehicles	\$848,258	\$148	116	\$134	104	\$127	100
Electronic games and parts	\$373,116	\$65	109	\$63	105	\$59	100
Video game rental	\$82,860	\$14	101	\$13	87	\$14	100
Artists' materials, handicraft, hobbycraft kits and materials	\$315,342	\$55	105	\$57	109	\$52	100
Computer equipment and supplies	\$2,617,690	\$457	95	\$405	84	\$481	100
Computer hardware	\$2,027,302	\$354	95	\$312	84	\$370	100
New	\$1,883,015	\$329	95	\$289	84	\$344	100
Used	\$144,286	\$25	98	\$22	86	\$26	100
Computer software	\$220,623	\$39	84	\$36	79	\$45	100
Computer supplies and other equipment	\$369,771	\$65	98	\$57	87	\$65	100
Photographic goods and services	\$1,228,709	\$215	100	\$190	89	\$213	100
Cameras and accessories	\$360,452	\$63	99	\$59	94	\$63	100
Films and processing	\$652,544	\$114	105	\$102	94	\$108	100
Photographers and other photographic services	\$215,715	\$38	89	\$29	68	\$42	100
Musical instruments, parts and accessories	\$216,475	\$38	72	\$30	58	\$52	100
Collectors' items (e.g., stamps, coins)	\$121,319	\$21	114	\$21	115	\$19	100
Camping, picnic equipment and accessories (excluding BBQs)	\$199,760	\$35	106	\$37	112	\$33	100
Supplies and parts for recreational equipment	\$207,852	\$36	141	\$31	121	\$26	100
Rental, maintenance and repairs of equipment	\$82,249	\$14	109	\$10	75	\$13	100

Source: MapInfo Canada, 2008.

Recreation Vehicles

2008 CanEx - Expenditures Recreation Vehicles	Arnprior's Downtown Trade Area			Renfrew		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Recreation vehicles and associated services	\$3,292,763	\$575	77	\$627	84	\$739	100
Purchase of recreation vehicles	\$1,623,189	\$284	65	\$359	83	\$431	100
Bicycles, parts and accessories	\$346,931	\$61	71	\$48	56	\$85	100
Other recreational vehicles and outboard motors	\$1,276,256	\$223	64	\$311	89	\$346	100
Travel trailers	\$156,963	\$27	52	\$52	98	\$52	100
Tent trailers	\$25,416	\$4	45	\$12	125	\$10	100
Motorcycles	\$231,713	\$40	67	\$44	73	\$60	100
Snowmobiles	\$262,320	\$46	70	\$79	121	\$65	100
Motor homes	\$10,925	\$2	47	\$5	112	\$4	100
Truck campers	\$3,862	\$1	43	\$2	160	\$2	100
Boats	\$270,585	\$47	67	\$37	52	\$70	100
Outboard motors and personal watercraft	\$53,664	\$9	66	\$6	45	\$14	100
Other recreation vehicle purchases	\$260,811	\$46	65	\$74	106	\$69	100
Operation of recreational vehicles	\$1,669,573	\$292	94	\$268	87	\$308	100
Bicycle maintenance and repairs	\$45,604	\$8	85	\$6	69	\$9	100
Expenses for rented and leased recreational vehicles	\$170,633	\$30	196	\$19	126	\$15	100
Gasoline and other fuels	\$362,398	\$63	91	\$75	107	\$69	100
Supplies and parts	\$269,643	\$47	81	\$49	84	\$58	100
Maintenance and repair jobs	\$203,870	\$36	92	\$33	85	\$38	100
Insurance premiums	\$333,462	\$58	89	\$51	78	\$65	100
Registration fees and licences	\$62,593	\$11	104	\$11	109	\$10	100
Other expenses for operation of recreational vehicles	\$221,378	\$39	91	\$24	56	\$42	100

Source: MapInfo Canada, 2008.

Recreation Services

2008 CanEx - Expenditures Recreation Services	Arnprior's Downtown Trade Area			Renfrew		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Recreation services	\$10,143,172	\$1,773	97	\$1,418	78	\$1,817	100
Entertainment	\$4,851,975	\$848	100	\$732	87	\$841	100
Movie theatres	\$660,084	\$115	85	\$94	70	\$135	100
Live sports events	\$232,568	\$41	77	\$36	69	\$53	100
Live performing arts	\$489,812	\$86	86	\$67	67	\$99	100
Admission to museums and other activities	\$314,114	\$55	116	\$45	95	\$47	100
Rental of cablevision and satellite services	\$3,155,395	\$551	108	\$489	96	\$508	100
Rental of cablevision services	\$2,327,442	\$407	97	\$331	79	\$419	100
Rental of satellite services	\$827,951	\$145	162	\$158	177	\$89	100
Use of recreation facilities	\$2,733,580	\$478	91	\$387	74	\$520	100
Membership and single usage fees	\$2,407,245	\$421	91	\$345	75	\$459	100
Golfing	\$757,261	\$132	80	\$123	75	\$164	100
Bowling	\$144,356	\$25	119	\$21	100	\$21	100
Skiing/Snowboarding	\$160,277	\$28	67	\$27	65	\$42	100
Health clubs and recreation associations	\$586,422	\$102	84	\$70	57	\$122	100
Other sports activities	\$758,930	\$133	119	\$103	93	\$111	100
Video, pinball and carnival games	\$66,702	\$12	79	\$11	72	\$15	100
Children's camps	\$259,627	\$45	98	\$31	68	\$46	100
Package travel tours	\$2,331,204	\$407	93	\$271	62	\$437	100
Other recreational services	\$226,412	\$40	202	\$27	136	\$20	100

Source: MapInfo Canada, 2008.

Home Entertainment

2008 CanEx - Expenditures Home Entertainment	Arnprior's Downtown Trade Area			Renfrew		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Home entertainment equipment and services	\$3,999,273	\$699	100	\$627	89	\$698	100
Equipment	\$3,240,752	\$566	100	\$505	89	\$561	100
Audio (e.g., radio, CD players, speakers)	\$645,507	\$113	95	\$102	86	\$118	100
Portable	\$235,281	\$41	109	\$40	105	\$37	100
Non-portable	\$410,223	\$72	88	\$63	77	\$81	100
Pre-recorded audio and video cassette tapes/CDs/DVDs	\$1,058,839	\$185	99	\$163	87	\$185	100
Pre-recorded audio cassette tapes and CDs	\$675,098	\$118	97	\$106	87	\$121	100
Pre-recorded video cassette tapes and DVDs	\$383,742	\$67	104	\$57	88	\$64	100
Blank audio and video tapes	\$93,324	\$16	110	\$15	100	\$15	100
Blank audio cassette tapes	\$44,935	\$8	127	\$7	115	\$6	100
Blank video cassette tapes	\$48,389	\$8	98	\$8	89	\$9	100
Televisions, VCRs, camcorders and other television components	\$1,283,015	\$224	102	\$197	90	\$218	100
Other home entertainment equipment	\$160,070	\$28	112	\$28	111	\$25	100
Services	\$758,522	\$133	96	\$122	88	\$138	100
Rental of videotapes and DVDs	\$677,452	\$118	96	\$109	89	\$122	100
Rental of video cassette tapes	\$605,189	\$106	101	\$96	92	\$104	100
Rental of DVDs	\$72,263	\$13	71	\$13	72	\$18	100
Rental of home entertainment equipment and other services	\$22,550	\$4	154	\$3	123	\$3	100
Maintenance and repair of home entertainment equipment	\$58,521	\$10	80	\$10	76	\$13	100

Source: MapInfo Canada, 2008.

Reading Materials

2008 CanEx - Expenditures Reading Materials & Education	Arnprior's Downtown Trade Area			Renfrew		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Reading materials and other printed matter	\$2,109,164	\$369	104	\$321	90	\$353	100
Newspapers	\$803,594	\$140	106	\$123	93	\$132	100
Magazines and periodicals	\$463,143	\$81	110	\$72	97	\$74	100
Books and pamphlets (excluding school books)	\$701,884	\$123	97	\$108	86	\$125	100
Maps, sheet music and other printed matter	\$51,624	\$9	88	\$8	74	\$10	100
Services related to reading materials	\$88,921	\$16	128	\$10	86	\$12	100
Education	\$6,265,298	\$1,095	77	\$798	56	\$1,416	100
Supplies	\$394,270	\$69	99	\$59	84	\$69	100
Kindergarten, nursery, elementary and secondary	\$195,681	\$34	97	\$35	100	\$35	100
Post-secondary	\$198,588	\$35	100	\$24	68	\$34	100
Textbooks	\$599,542	\$105	77	\$85	62	\$135	100
Kindergarten, nursery, elementary and secondary	\$65,579	\$11	93	\$13	103	\$12	100
Post-secondary	\$533,962	\$93	75	\$72	58	\$123	100
Tuition fees	\$4,727,449	\$826	77	\$575	53	\$1,066	100
Kindergarten, nursery, elementary and secondary	\$416,462	\$73	35	\$56	27	\$206	100
Post-secondary	\$4,310,989	\$753	87	\$519	60	\$859	100
Other courses and lessons (excluding driving)	\$447,707	\$78	60	\$70	53	\$130	100
Other educational services	\$96,329	\$17	107	\$11	66	\$16	100

Source: MapInfo Canada, 2008.

Alcohol and Tobacco

2008 CanEx - Expenditures Alcohol and Tobacco	Arnprior's Downtown Trade Area			Renfrew		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Tobacco products and alcoholic beverages	\$9,769,146	\$1,707	116	\$1,630	110	\$1,471	100
Tobacco products and smokers' supplies	\$4,782,050	\$836	131	\$835	131	\$637	100
Cigarettes, cigars and tobacco	\$4,724,040	\$826	131	\$821	130	\$628	100
Matches and other smokers' supplies	\$58,011	\$10	117	\$14	166	\$9	100
Alcoholic beverages	\$4,987,099	\$872	104	\$794	95	\$835	100
Served on licensed premises	\$1,662,354	\$291	95	\$271	88	\$305	100
Purchased from stores	\$3,117,586	\$545	109	\$501	100	\$498	100
Self-made alcoholic beverages	\$207,154	\$36	111	\$23	69	\$32	100

Source: MapInfo Canada, 2008.

Appendix 1. Estimates and Projections

Methodology Statement

Estimates and Projections

2005 Edition

Methodology Statement

MapInfo Canada produces a set of estimates and projections annually for population by age and sex, households, and aggregate and average household income. Although the lowest level for which the data are presented here is the census subdivision (CSD) level, the estimating methodology involves a combination of top-down methods (national to CSD), using traditional demographic estimation and projection techniques, and bottom-up methods (dissemination area to CSD) using demographic techniques along with proprietary spatial modelling techniques.

Control totals, based on an economic-demographic model, were provided by Strategic Projections Inc. (SPI) for total population at the CSD level and households at the census division (CD) level. MapInfo Canada expanded these basic demographic estimates and projections to include the following characteristics at the CSD level for this publication: population by age and sex, households by housing type and tenure, educational attainment, marital status, labour force characteristics, family characteristics, home language, household income, consumer spending, retail sales and daytime population.

Total population and household counts from the 2001 Census were available at the time of the development of the estimates and projections for this volume. However, estimates of net census undercount were not yet available. Therefore, using the recommended Statistics Canada post-censal estimates of net undercoverage from the 1996 Census coverage evaluation survey, MapInfo Canada made undercount adjustments to the 2001 base population that conform to the likely distribution of the population missed in the 2001 Census.

MapInfo Canada produced all current and projected variables for this publication at the new dissemination area (DA) level and aggregated results to all higher levels of geography. As of the 2001 Census, the DA replaces the enumeration area (EA) as the lowest level for which census data are published. For this purpose, MapInfo Canada reconfigured all relevant historical demographic data at the EA level onto the new 2001 dissemination area cartography. Differential growth trends across all geographies are captured by taking into account patterns of historical growth, local population density, and recent housing start development trends. The bottom-up variables were made consistent with the top-down "control totals" through a process of iterative proportional fitting which ensures both horizontal and vertical consistency across all geographic layers.

Population & Households

MapInfo Canada implemented a small-area demographic estimation model for all dissemination areas (DAs) using census division (CD) level control totals for population and households. Relative population growth at the census subdivision (CSD) level informed the allocation of demographic components below the CD level.

The total population growth in each CD was estimated through an economic-demographic model. Age and sex distributions were projected by a demographic cohort-component model. The process begins with base year data from the 2001 census, which provides the population by single years of age for males and females. After adjustments for undercount, the population in each age group is then estimated for the current year (2005) and projected for subsequent years to 2010. For example, the total population in year 2010 in each CD is equal to the population in 2005, plus births, minus deaths, plus net migration (in or out) that are likely to occur during the period 2005 to 2010.

CSD level data are derived from the CD results in a manner consistent with expected differential growth patterns among CSD populations. Households are first generated by applying maintainer rates by age to the population by age, then controlled to the results of national and provincial household projections.

Income

MapInfo Canada developed income estimates and projections for households, families and working men and women. The model used inflation-controlled growth factors after tracking income trends at the provincial level and mapping historical income data for enumeration areas to the new dissemination areas. Where income data are suppressed by Statistics Canada, MapInfo Canada applied additional modelling procedures to estimate household income for the base year. The small area estimates were then controlled to SPI's CD level income estimates and projections. SPI's estimates and projections take into account the impact of the following phenomena: (a) expected future gains in Canadian real incomes per household; (b) projected shifts over time at the CD level in the age distribution of household maintainers and (c) growth in provincial and national aggregate household income. Provincial household income growth rates are constrained to SPI's national and provincial economic forecast totals. Income is expressed in current dollars (2005).

Daytime Population 2005 Edition

Methodology Statement

A "component method" was employed which used the following DA-level components: the at-home population by age group (under 15 years, 15 to 64 years, and 65+ years) and daytime employees who work in the DA from business data geocoded to each DA. The sum of the at-home population and the at-work population (daytime employees) equals the daytime population. People who live in the DA but who participate in the labour force are generally assumed to work outside their DA of residence. Constraints include the reconciling of daytime population with total population within major labour markets and within provinces for areas outside major labour markets.

Canada Expenditure Potential 2005 Edition

Methodology Statement

Respondents to Statistics Canada's SHS questionnaire recall amounts spent on several hundred consumer goods and services, during the previous calendar year. Several features of the survey assist the respondents in recalling their expenditures. Statistics Canada summarizes expenditure data of the 16,385 full year households by PSYTE® Canada Advantage cluster for detailed consumer expenditure variables based on reference material provided by MapInfo Canada. MapInfo Canada analyzes these data to discern patterns and correlates to estimate missing values using a range of statistical methods. Expenditure estimates are modeled for small areas based on national Canada Expenditure Potential average household expenditure data (proportions) by PSYTE® Canada Advantage cluster, and MapInfo Canada's current household, income and expenditure estimates.

Appendix 2. Glossary of Terms

Here you will find some background information and rationale on the datasets and software that were used to perform the trade area analysis using a Geographic Information System.

Census Data

The Canadian Census is conducted once every five years, with a questionnaire being distributed to every household in the country. Each household is required by law to complete this questionnaire, making it the most comprehensive survey of the country's population. In its entirety, the Census consists of two data sets: the 2A data set that contains responses to a list of questions that are asked of every household, and the 2B data set that is derived from a more detailed list of questions distributed to one in five Canadian households.

Census Geography

The collection of Census data would not nearly be as meaningful if there was no means of relating the data to some spatial or geographic unit of reference. Data is aggregated and made available to the public at different geographic units.

To increase the accuracy of the trade area analysis, it was important that the smallest geographic level of census data was used. These are 'dissemination areas'. Dissemination areas are a useful level of geography to tabulate information when conducting a detail analysis of an area (helps to ensure that the resulting compilation of data will accurately represent the population of the trade area, which do not conform to municipal boundaries). Conducting data analysis at the DA level insures a more precise and accurate picture of "who is within the trade area" and aid in the development of appropriate downtown strategies.

Dissemination Areas (DA)

The DA is the smallest unit of Census geography at which data are readily available. On average, a dissemination area comprises a small area composed of one or more neighbouring blocks, with a population of 400 to 700 persons.

Geographic Information Systems (GIS)

The term GIS is generally used to describe a technology comprised of hardware, software, and data that integrates computerized mapping and database management and/or analysis functions.

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Appendix 3. Occupation Breakdown

2006 - Labour Force by Occupation	Classification
<i>Management</i>	
Senior management	White Collar
Specialist managers	White Collar
Managers in retail trade, food and accommodation	White Collar
Other managers	White Collar
<i>Business, finance and administrative</i>	
Professional	White Collar
Finance and insurance	White Collar
Secretaries	Service Sector
Administrative and regulatory	Service Sector
Clerical supervisors	Service Sector
Clerical occupations	Service Sector
<i>Natural and applied sciences</i>	
Professional	White Collar
Technical	White Collar
<i>Health occupations</i>	
Professional	White Collar
Nurses and supervisors	White Collar
Technical occupations	White Collar
Assisting/support occupations	Service Sector
<i>Social science, education, government and religion</i>	
Judges, lawyers, psychologists, social workers, ministers of religion, policy and program officers	White Collar
Teachers and professors	White Collar
Paralegals, social service workers and occupations in education and religion	Service Sector
<i>Art, culture, recreation and sport</i>	
Professional occupations	White Collar
Technical occupations	White Collar
<i>Sales and service</i>	
Supervisors	White Collar
Wholesale, technical, insurance, real estate sales, retail, wholesale and grain buyers	White Collar
Retail salespersons and clerks	Service Sector
Cashiers	Service Sector
Chefs and cooks	Service Sector
Food and beverage service	Service Sector
Protective services	Service Sector
Travel and accommodation, recreation and sport attendants	Service Sector
Childcare and home support	Service Sector
Other sales and service	Service Sector
<i>Trades, transport and equipment operators and related</i>	
Contractors and supervisors	Blue Collar
Construction trades	Blue Collar
Stationary engineers, power station operators, electrical and telecommunications	Blue Collar
Machinists, metal forming, shaping and erecting	Blue Collar
Mechanics	Blue Collar
Other trades	Blue Collar
Heavy equipment, crane operators and drillers	Blue Collar
Transportation equipment operators, excluding labourers	Blue Collar
Helpers and labourers	Blue Collar
<i>Primary industry-specific</i>	
Agriculture excluding labourers	Blue Collar
Forestry, mining, oil and gas extraction, and fishing, excluding labourers	Blue Collar
Primary production labourers	Blue Collar
<i>Processing, manufacturing and utilities</i>	
Supervisors in manufacturing	Blue Collar
Machine operators in manuf.	Blue Collar
Assemblers in manufacturing	Blue Collar
Labourers in processing, manufacturing and utilities	Blue Collar

