
Downtown Bancroft Trade Area Report



Bancroft

A Four Seasons Playground



Ontario

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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/ seasonal residents 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/seasonal resident markets.

Figure 1. Bancroft's Downtown Trade Area

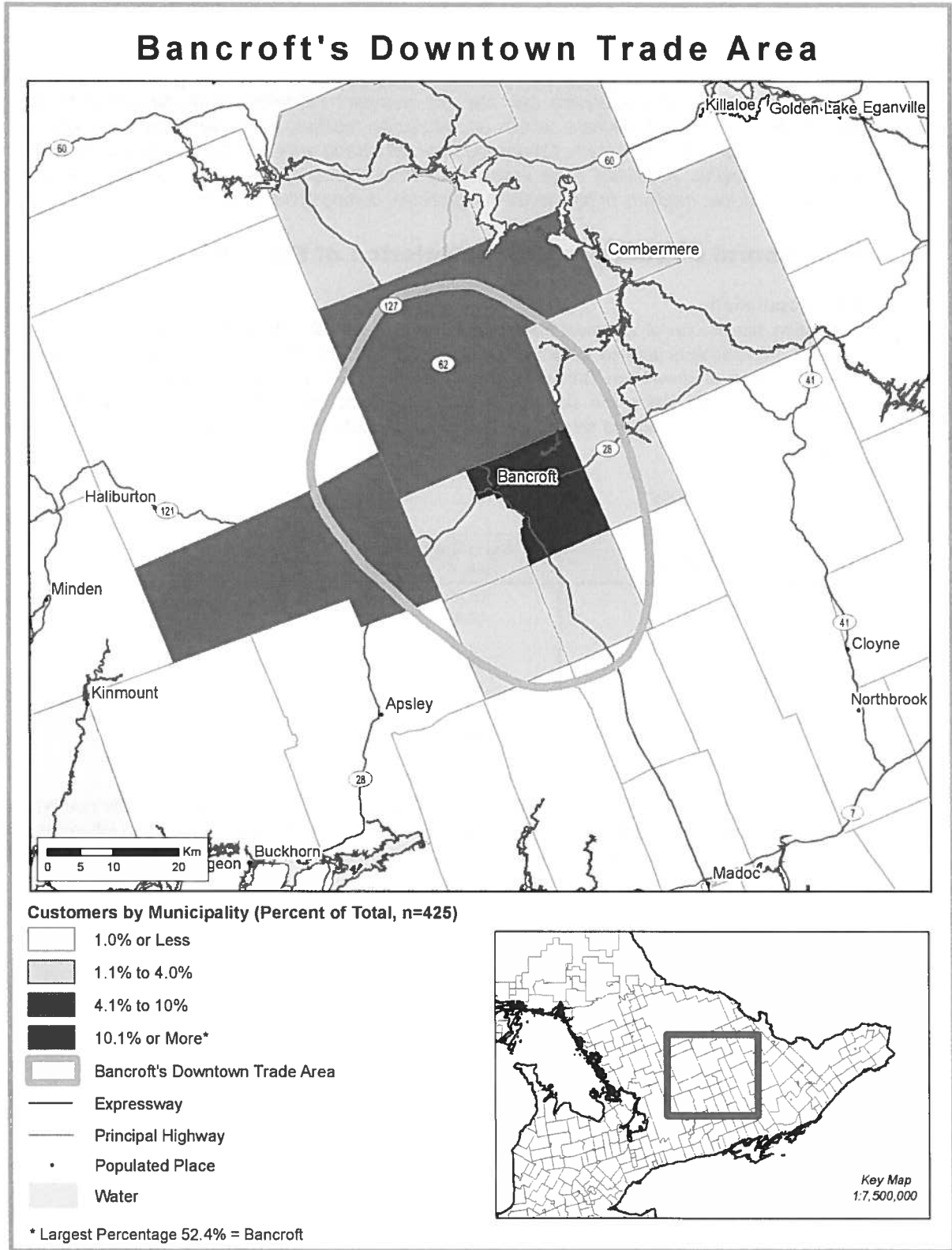


Table 2 and Graph 1 describe the age distribution in downtown Bancroft's trade area. In general, the proportion of older age groups was higher in downtown Bancroft's trade area than in both the County and the Province. In general, the residents in the downtown Bancroft trade area are older, as the average age of residents was 45 compared to 39 years of age provincially.

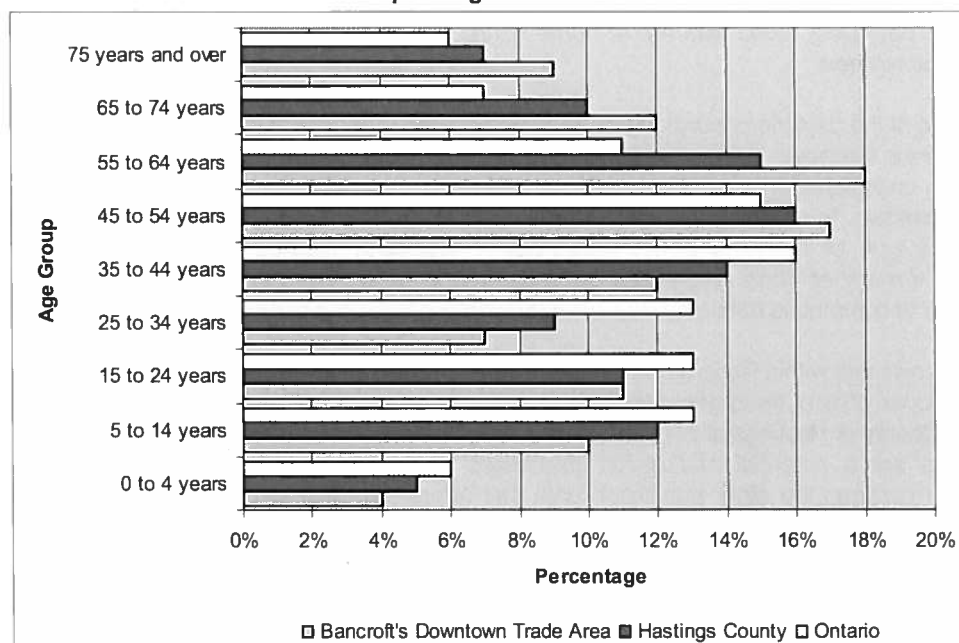
Bancroft's downtown trade area had a very high percent of seniors (65 years of age and over) at 21% compared to 13% provincially. Bancroft's downtown trade area also had a lower proportion of residents in the 25 to 34 years of age grouping at 7% compared to 13% provincially. This figure suggests that there are less young families in the area, and that there has been an outflow of young people to other areas.

Table 2. Age Distribution

Age	Bancroft's Downtown Trade Area			Hastings			Ontario		
		%	Index		%	Index		%	Index
2006 Population by Age	12,564			38,911			12,160,280		
0 to 4 years	499	4%	72	1,812	5%	84	670,765	6%	100
5 to 14 years	1,290	10%	81	4,688	12%	95	1,540,035	13%	100
15 to 24 years	1,322	11%	78	4,460	11%	85	1,630,365	13%	100
25 to 34 years	929	7%	58	3,480	9%	70	1,535,640	13%	100
35 to 44 years	1,524	12%	76	5,367	14%	87	1,916,395	16%	100
45 to 54 years	2,148	17%	111	6,379	16%	107	1,861,375	15%	100
55 to 64 years	2,221	18%	158	5,970	15%	137	1,356,510	11%	100
65 to 74 years	1,545	12%	172	3,902	10%	140	868,185	7%	100
75 years and over	1,145	9%	141	2,859	7%	114	780,985	6%	100
Senior Citizens (65 years and over)	2,689	21%	157	6,760	17%	128	1,649,170	14%	100
Average age	45		117	42		108	39		100
Median age	49		124	44		114	39		100

Source: Statistics Canada, 2006.

Graph 1. Age Distribution



Source: Statistics Canada, 2006

Table 4. Daytime Population

Daytime Population	Bancroft's Downtown Trade Area			Hastings County			Ontario		
		%			%			%	
Total Daytime Population	13,042			34,548			12,848,384		
Daytime Employees	5,846	45%	83	13,899	40%	75	6,886,306	54%	100
Daytime Population at home	7,196	55%	118	20,649	60%	128	5,962,078	46%	100
Age 0 to 14 years	1,651	13%	71	6,152	18%	100	2,283,753	18%	100
Age 15 to 64 years	2,974	23%	144	7,899	23%	145	2,023,309	16%	100
Age 65 plus years	2,571	20%	153	6,597	19%	148	1,655,016	13%	100

**This Daytime Population estimate has been generated by MapInfo Canada, 2009*

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. Changes in the number of households may indicate changes in future demand for goods and services.

In 2006, the number of households in Bancroft's downtown trade area was 5,498. Despite the fact that downtown Bancroft's population is projected to decline, over the long-term the number of households is expected to increase slightly with approximately 76 additional households between 2006 and 2019. However, the average number of people per household will decline as there will be more single person households. This trend of household growth not aligning with the population change is a trend that is occurring across the Province.

Table 5. Households

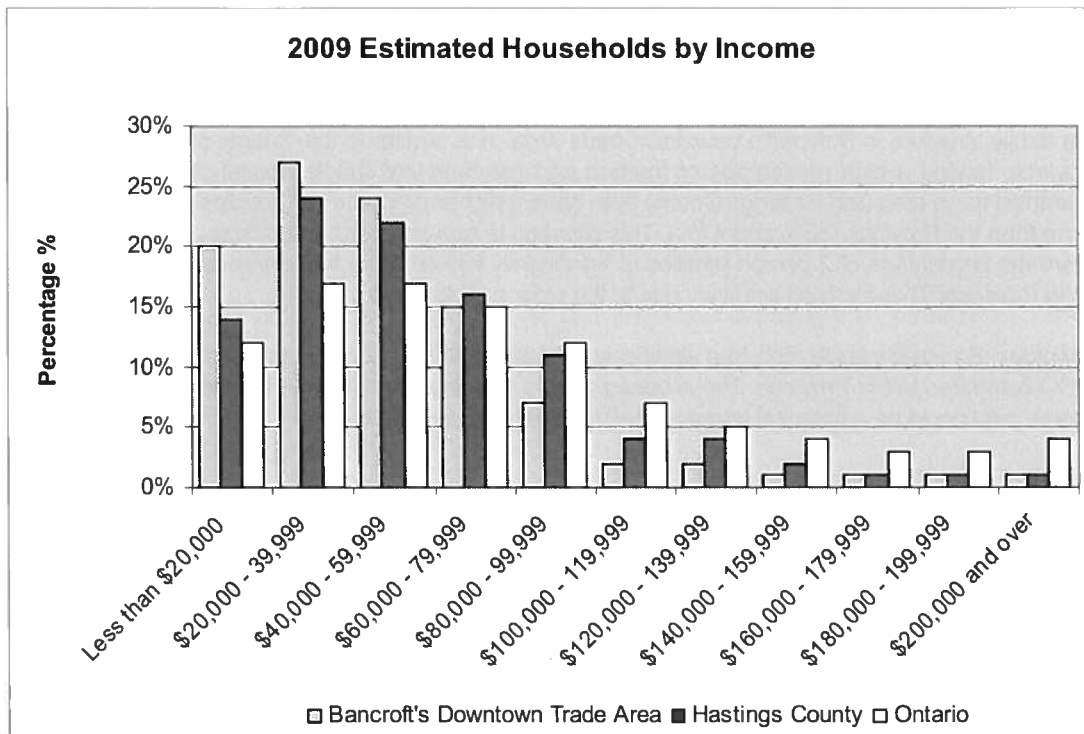
Households	Bancroft's Downtown Trade Area	Hastings County	Ontario
Household Estimates and Projections			
2006 Census*	5,498	16,143	4,750,904
2009 estimated	5,470	16,115	5,044,950
2012 projected	5,505	16,349	5,350,974
2014 projected	5,531	16,506	5,554,532
2019 projected	5,574	16,866	6,052,666
Change in Households (percent)			
2006 to 2009	-0.5%	-0.2%	6.2%
2009 to 2012	0.6%	1.5%	6.1%
2012 to 2014	0.5%	1.0%	3.8%
2014 to 2019	0.8%	2.1%	8.2%
Average number of persons in private households	2.3	2.5	2.6

** Household estimates and projections have been generated by MapInfo
Source: Statistics Canada, 2006 and MapInfo Canada, 2009.*

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

Graph 2. Household Income Distribution



Source: MapInfo Canada, 2009.

Table 7 Household Income by Age.

Household Income by Age	Bancroft'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	77	1,098	2,133	861	767
Less than \$20,000	39	159	462	172	227
\$20,000 - \$39,999	15	292	514	320	271
\$40,000 - \$59,999	15	320	482	180	155
\$60,000 - \$79,999	8	195	308	108	52
\$80,000 - \$99,999	1	64	143	67	12
\$100,000 - \$124,999	0	35	117	15	25
\$125,000 - \$149,999	0	19	34	0	14
\$150,000 and over	0	14	74	0	10
\$200,000 and over	0	9	27	0	0
Dominant Income Range	<\$20K	\$40K- \$60K	\$20K-\$40K	\$20K-\$40K	\$20K-\$40K
Average household income	\$28,261	\$49,498	\$50,364	\$41,299	\$38,024

Source: MapInfo Canada, 2009.

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 Bancroft’s downtown trade area. Bancroft’s downtown trade area had a higher percentage (82%) of owner-occupied housing than the Province (71%) but slightly lower than the County of Hastings (83%). Bancroft’s downtown trade area had a lower proportion of older dwellings built before 1946 (12%) than both the County and the Province (27% and 15%). The largest proportion of the housing stock in the downtown trade area was built between 1971 and 1980 (21%), which was proportionally higher than both the County and the Province. In Bancroft’s trade area the average home in 2006 was valued at \$177,399, which was slightly higher than Hastings County, but significantly 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 (11%) and in the County (10%) than in the Province (13%). The lower housing costs in the area may counteract the lower than average incomes in terms of how much available income residents have to spend on goods and services.

3.1.9 Educational Attainment

Although retailers are generally interested in income levels to determine potential consumer demand, educational attainment is also a useful indicator for understanding a market's potential. In particular, the siting of bookstores is often based on the number of highly educated individuals in the trade area. Similarly, computer and software stores are often located in areas with high levels of education.

Table 10 shows the educational attainment for the population aged 25 to 64 in Bancroft's downtown trade area. The downtown Bancroft trade area and the County of Hastings have a significantly higher percentage of the population with less than a high school diploma (23% and 23%) than the Province (14%). Bancroft's downtown trade area and the County have a significantly lower proportion of people with University degrees (9% and 8%) than the Province (26%). The downtown trade area had a higher percentage of people with trades certificates (14%), compared to Ontario (9%). 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	Bancroft's Downtown Trade Area			Hastings County			Ontario		
		%	Index		%	Index		%	Index
Population 25 to 64 years by Educational Attainment	6,638		100	20,698		100	6,638,330		100
Less than High School	1,539	23%	171	4,662	23%	166	899,530	14%	100
High school graduate	1,889	28%	113	6,325	31%	122	1,660,670	25%	100
Trades certificate	914	14%	157	2,681	13%	147	581,125	9%	100
College (with diploma)	1,480	22%	101	4,675	23%	102	1,461,630	22%	100
University (with bachelor's or higher)	596	9%	34	1,724	8%	32	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 Bancroft's trade area. This distribution reflects workers living within the trade area and not necessarily commuting into the area for work.

Bancroft's downtown trade area had a lower participation rate in the labour force (50%) when compared with the Province (67%). In 2006, downtown Bancroft's trade area had a higher unemployment rate of 8.1%, which was higher than both the County and the Province.

Table 11. Employment

Employment	Bancroft's Downtown Trade Area			Hastings County			Ontario		
		%	Index		%	Index		%	Index
Total Population 25 years and over by Labour Force Activity	9,076		100	27,014		100	8,194,585		100
In the labour force	4,557	50%	74	15,325	57%	84	5,528,220	67%	100
Employed	4,212	46%	72	14,690	54%	84	5,258,820	64%	100
Unemployed	369		123	655		73	269,395		100
Not in the labour force	4,512	50%	152	11,653	43%	132	2,666,365	33%	100
Participation rate	50.20%		74	56.70%		84	67.50%		100
Unemployment rate	8.1%		166	4.30%		87	4.90%		100

Source: Statistics Canada, 2006.

3.1.13 Recent Immigrants

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 14 shows that there are relatively few recent immigrants to the trade area and these are predominantly from the United Kingdom and Poland.

Table 14. Recent Immigrants

Recent Immigrants by Place of Birth	Bancroft's Downtown Trade Area		Hastings County		Ontario	
		%		%		%
Total Recent Immigrants by Selected Places of Birth	10		70		580,740	
Top 5 Recent Immigrant Places of Birth	United Kingdom	74%	Philippines	40%	India	15%
	Poland	26%	All other places of birth	20%	All other places of birth	15%
	All other places of birth	1%	United States of America	20%	China	13%
			United Kingdom	20%	Pakistan	8%
					Philippines	6%

Source: Statistics Canada, 2006.

Expenditure Potential Summary

2009 CanEx - Expenditures Summary	Bancroft's Downtown Trade Area			Hastings County		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, 2009.

Food

2009 CanEx - Expenditures Food	Bancroft's Downtown Trade Area			Hastings County		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Food	\$37,485,299	\$6,852		\$7,259		\$8,619	
Food purchased from stores	\$30,359,763	\$5,550	106	\$5,838	105	\$6,579	100
Locally and on day trips	\$29,841,150	\$5,455	106	\$5,735	105	\$6,465	100
While on trips overnight or longer	\$518,613	\$95	104	\$103	107	\$114	100
Board paid to private households	\$189,551	\$35	102	\$39	109	\$43	100
Day board and children's lunches	\$94,053	\$17	133	\$19	141	\$16	100
While on trips overnight or longer	\$95,499	\$17	83	\$20	90	\$26	100
Food purchased from restaurants	\$6,935,988	\$1,268	79	\$1,382	82	\$1,998	100

Source: MapInfo Canada, 2009.

Household Furnishings

2009 CanEx - Expenditures Household Furnishings	Bancroft's Downtown Trade Area			Hastings County		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Household furnishings	\$4,263,280	\$779		\$924		\$1,291	
Furniture	\$2,929,629	\$536	102	\$654	105	\$868	100
Rugs, mats and underpadding	\$164,801	\$30	97	\$32	87	\$51	100
Window coverings and household textiles	\$786,995	\$144	107	\$155	97	\$223	100
Art, antiques and decorative ware	\$381,853	\$70	77	\$83	77	\$150	100
Works of art, carvings and vases	\$168,643	\$31	68	\$34	62	\$75	100
Antiques	\$63,646	\$12	85	\$17	108	\$23	100
Glass mirrors, and mirror and picture frames	\$149,568	\$27	86	\$32	84	\$53	100

Source: MapInfo Canada, 2009.

Household Equipment

2009 CanEx - Expenditures Household Equipment	Bancroft's Downtown Trade Area			Hastings County		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Household equipment	\$4,818,136	\$881		\$959		\$1,007	
Household appliances	\$2,180,422	\$399	99	\$423	97	\$457	100
Room air conditioners, portable humidifiers and dehumidifiers	\$84,698	\$15	115	\$15	104	\$15	100
Refrigerators and freezers	\$505,051	\$92	103	\$97	100	\$102	100
Cooking stoves and ranges	\$329,094	\$60	122	\$68	128	\$56	100
Microwave and convection ovens	\$65,972	\$12	69	\$13	67	\$20	100
Gas barbecues	\$137,794	\$25	97	\$26	94	\$29	100
Small electric food preparation appliances	\$202,280	\$37	87	\$37	81	\$48	100
Washers and dryers	\$369,114	\$67	100	\$68	93	\$76	100
Vacuum cleaners and other rug cleaning equipment	\$193,677	\$35	101	\$39	103	\$40	100
Portable dishwashers	\$44,729	\$8	91	\$8	82	\$10	100
Sewing machines	\$73,926	\$14	81	\$16	88	\$19	100
Other electric equipment and appliances	\$94,067	\$17	90	\$18	85	\$22	100
Attachments and parts for major appliances	\$80,019	\$15	89	\$16	91	\$19	100
Home and workshop tools and equipment	\$737,656	\$135	122	\$154	128	\$126	100
Power tools and equipment	\$472,806	\$86	129	\$97	133	\$76	100
Other tools	\$264,847	\$48	111	\$58	122	\$49	100
Lawn, garden and snow-removal tools and equipment	\$884,696	\$162	131	\$175	130	\$141	100
Power lawn mowers and garden equipment	\$509,595	\$93	149	\$99	146	\$71	100
Snow-blowers	\$214,846	\$39	151	\$43	151	\$30	100
Other lawn, garden and snow removal tools and equipment	\$160,254	\$29	83	\$33	85	\$40	100
Lamps and lampshades	\$71,484	\$13	47	\$17	55	\$32	100
Non-electric kitchen and cooking equipment	\$218,211	\$40	77	\$45	81	\$59	100
Tableware, flatware and knives	\$83,087	\$15	55	\$15	51	\$31	100
Non-electric cleaning equipment	\$188,769	\$35	95	\$37	94	\$41	100
Luggage	\$96,952	\$18	64	\$20	67	\$31	100
Home security equipment	\$50,220	\$9	72	\$9	68	\$14	100
Other household equipment, parts and accessories	\$306,637	\$56	85	\$63	88	\$75	100
Maintenance and repairs of furniture and equipment	\$293,632	\$54		\$59		\$100	
Furniture, carpeting and household textiles	\$138,372	\$25	80	\$29	83	\$58	100
Major household appliances	\$89,902	\$16	120	\$16	108	\$25	100
Other maintenance and repairs of furniture and equipment	\$65,352	\$12	138	\$14	148	\$16	100
Services related to furnishings and equipment	\$246,225	\$45		\$54		\$93	
Rental of heating equipment	\$159,272	\$29	135	\$34	131	\$44	100
Other services related to furnishings and equipment	\$86,954	\$16	67	\$20	71	\$49	100

Source: MapInfo Canada, 2009.

Transportation

2009 CanEx - Expenditures Transportation	Bancroft's Downtown Trade Area			Hastings County		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Transportation	\$44,484,259	\$8,132		\$8,604		\$10,839	
Private transportation	\$41,884,793	\$7,657	103	\$8,098	103	\$9,820	100
Purchase of automobiles and trucks	\$16,053,904	\$2,935	100	\$3,108	100	\$3,878	100
Automobiles	\$8,469,892	\$1,548	86	\$1,684	88	\$2,400	100
Trucks (including vans)	\$8,544,241	\$1,562	121	\$1,623	119	\$1,718	100
Separate sale of automobiles and trucks	-\$960,232	-\$176	97	-\$199	104	-\$240	100
Purchase of automotive accessories	\$171,607	\$31	86	\$34	89	\$48	100
Rented and leased automobiles and trucks	\$2,693,181	\$492	75	\$530	76	\$873	100
Rented automobiles & trucks	\$278,016	\$51	68	\$60	76	\$99	100
Automobiles	\$206,584	\$38	66	\$43	71	\$76	100
Rental fees (including insurance and mileage)	\$166,711	\$30	64	\$35	70	\$63	100
Gas and other fuels	\$39,876	\$7	81	\$8	84	\$12	100
Other expenses for rented automobiles	\$0	\$0		\$0		\$1	100
Trucks (including vans)	\$71,432	\$13	76	\$17	92	\$23	100
Rental fees (including insurance and mileage)	\$54,998	\$10	80	\$12	89	\$17	100
Gas and other fuels	\$16,433	\$3	70	\$5	109	\$6	100
Other expenses for rented trucks	\$0	\$0		\$0		\$0	100
Leasing fees for automobiles and trucks	\$2,415,167	\$441	75	\$470	76	\$775	100
Regular leasing fees for automobiles and trucks	\$2,224,509	\$407	80	\$421	78	\$674	100
Other leasing fees for automobiles and trucks	\$190,658	\$35	46	\$50	62	\$101	100
Operation of owned and leased automobiles and trucks	\$22,966,105	\$4,198	111	\$4,426	111	\$5,021	100
Gasoline and other fuels	\$11,010,129	\$2,013	125	\$2,097	123	\$2,133	100
Tires, batteries, and other automotive parts and supplies	\$1,672,893	\$306	152	\$315	148	\$267	100
Maintenance and repair	\$2,718,724	\$497	93	\$554	98	\$708	100
Garage rent and parking	\$141,115	\$26	31	\$32	37	\$108	100
At dwelling (not included in rent)	\$21,171	\$4	40	\$5	52	\$13	100
Parking away from home	\$119,944	\$22	30	\$27	35	\$95	100
Driving lessons	\$191,930	\$35	167	\$34	154	\$28	100
Drivers' licences and tests	\$184,286	\$34	122	\$34	118	\$37	100
Private and public vehicle insurance premiums	\$5,521,622	\$1,009	93	\$1,085	95	\$1,436	100
Registration fees (incl. insurance if applicable)	\$1,337,312	\$244	134	\$235	122	\$242	100
Other automobile and truck operation services	\$188,093	\$34	73	\$40	79	\$63	100
Public transportation	\$2,599,461	\$475	62	\$506	62	\$1,018	100
City or commuter bus, subway, street car and train	\$295,611	\$54	26	\$60	28	\$269	100
Taxi	\$271,466	\$50	99	\$51	96	\$66	100
Airplane	\$1,457,510	\$266	66	\$287	67	\$537	100
Train	\$49,507	\$9	57	\$9	51	\$21	100
Highway bus	\$108,408	\$20	119	\$21	119	\$22	100
Other passenger transportation	\$259,087	\$47	121	\$48	117	\$52	100
Household moving, storage and delivery services	\$157,879	\$29	74	\$30	72	\$52	100

Source: MapInfo Canada, 2009.

Personal Care

2009 CanEx - Expenditures Personal care	Bancroft's Downtown Trade Area			Hastings County		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Personal care	\$5,187,924	\$948		\$1,023		\$1,361	
Personal care supplies and equipment	\$3,327,190	\$608	109	\$649	108	\$795	100
Personal care preparations	\$2,639,198	\$482	106	\$520	105	\$653	100
Hair care products	\$789,259	\$144	117	\$156	117	\$176	100
Makeup, skin care and manicure products	\$448,323	\$82	80	\$92	83	\$147	100
Fragrance products	\$383,414	\$70	94	\$76	94	\$106	100
Personal deodorants and soaps	\$604,952	\$111	117	\$118	116	\$135	100
Oral hygiene products	\$413,255	\$76	120	\$79	117	\$90	100
Disposable diapers	\$263,002	\$48	130	\$47	118	\$53	100
Electric hair-styling and personal care appliances	\$89,787	\$16	97	\$18	96	\$24	100
Other personal care supplies and equipment	\$335,202	\$61	135	\$65	132	\$65	100
Personal care services	\$1,860,732	\$340	86	\$374	87	\$566	100
Hair grooming	\$1,713,898	\$313	90	\$340	91	\$496	100
Other personal services	\$146,835	\$27	54	\$34	64	\$70	100

Source: MapInfo Canada, 2009.

Recreation Vehicles

2009 CanEx - Expenditures Recreation Vehicles	Bancroft's Downtown Trade Area			Hastings County		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Recreation vehicles and associated services	\$3,863,262	\$706		\$707		\$822	
Purchase of recreation vehicles	\$2,535,276	\$463	112	\$444	107	\$480	100
Bicycles, parts and accessories	\$181,070	\$33	40	\$44	53	\$95	100
Other recreational vehicles and outboard motors	\$2,354,202	\$430	129	\$400	120	\$385	100
Travel trailers	\$338,100	\$62	123	\$58	115	\$58	100
Tent trailers	\$42,210	\$8	82	\$9	99	\$11	100
Motorcycles	\$238,423	\$44	76	\$44	76	\$66	100
Snowmobiles	\$764,240	\$140	225	\$123	198	\$72	100
Motor homes	\$16,804	\$3	79	\$4	98	\$4	100
Truck campers	\$5,602	\$1	70	\$2	115	\$2	100
Boats	\$234,505	\$43	63	\$37	55	\$78	100
Outboard motors and personal watercraft	\$30,519	\$6	41	\$6	43	\$16	100
Other recreation vehicle purchases	\$683,797	\$125	187	\$118	175	\$78	100
Operation of recreational vehicles	\$1,327,985	\$243	82	\$263	89	\$341	100
Bicycle maintenance and repairs	\$22,937	\$4	47	\$5	56	\$10	100
Expenses for rented and leased recreational vehicles	\$51,926	\$9	65	\$16	107	\$17	100
Gasoline and other fuels	\$457,773	\$84	126	\$82	124	\$77	100
Supplies and parts	\$261,798	\$48	87	\$48	87	\$64	100
Maintenance and repair jobs	\$148,023	\$27	74	\$31	83	\$42	100
Insurance premiums	\$245,396	\$45	72	\$51	82	\$72	100
Registration fees and licences	\$63,369	\$12	116	\$12	117	\$12	100
Other expenses for operation of recreational vehicles	\$76,759	\$14	34	\$19	46	\$47	100

Source: MapInfo Canada, 2009.

Home Entertainment

2009 CanEx - Expenditures Home Entertainment	Bancroft's Downtown Trade Area			Hastings County		Ontario	
	Total Expenditure	Expenditure per Household	Index	Expenditure per Household	Index	Expenditure per Household	Index
Home entertainment equipment and services	\$3,013,794	\$551	72	\$597	78	\$757	100
Equipment	\$2,439,654	\$446	100	\$484	100	\$608	100
Audio (e.g., radio, CD players, speakers)	\$509,111	\$93	100	\$102	101	\$128	100
Portable	\$208,240	\$38	129	\$42	130	\$41	100
Non-portable	\$300,872	\$55	86	\$60	87	\$87	100
Pre-recorded audio and video cassette tapes/CDs/DVDs	\$753,823	\$138	94	\$152	96	\$201	100
Pre-recorded audio cassette tapes and CDs	\$476,722	\$87	91	\$98	95	\$131	100
Pre-recorded video cassette tapes and DVDs	\$277,102	\$51	98	\$54	97	\$70	100
Blank audio and video tapes	\$83,278	\$15	131	\$15	123	\$16	100
Blank audio cassette tapes	\$38,908	\$7	146	\$7	137	\$7	100
Blank video cassette tapes	\$44,370	\$8	120	\$8	112	\$9	100
Televisions, VCRs, camcorders and other television components	\$938,833	\$172	99	\$184	98	\$237	100
Other home entertainment equipment	\$154,612	\$28	144	\$30	141	\$27	100
Services	\$574,141	\$105	96	\$113	96	\$149	100
Rental of videotapes and DVDs	\$502,918	\$92	95	\$99	94	\$133	100
Rental of video cassette tapes	\$460,404	\$84	102	\$90	100	\$113	100
Rental of DVDs	\$42,516	\$8	54	\$9	59	\$20	100
Rental of home entertainment equipment and other services	\$10,394	\$2	94	\$3	128	\$3	100
Maintenance and repair of home entertainment equipment	\$60,825	\$11	111	\$11	105	\$14	100

Source: MapInfo Canada, 2009.

Canada Expenditure Potential
2009 Edition

Methodology Statement

The Canada Expenditure Potential database is developed using Statistics Canada's Survey of Household Spending (SHS) and Pitney Bowes MapInfo's PSYTE Canada Advantage cluster system. The survey respondents are geocoded by Statistics Canada to their dissemination area (DA) of residence. Then, while maintaining strict confidentiality and data suppression standard, Statistics Canada aggregates and tabulates all SHS data by PSYTE Canada Advantage cluster. Coefficients are derived by Pitney Bowes MapInfo such that when applied against an independently derived estimate of aggregate household expenditures at the DA level, an estimate of detailed consumer expenditures is generated. Careful attention is paid to statistical reliability due to sample size, and in some cases imputations and substitutions are made to maintain reliability and consistency within the database.

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