

Downtown GODERICH Trade Area Report



Foreword

This report was prepared by the Ontario Ministry of Agriculture, Food and Rural Affairs for the benefit of the Downtown Goderich Business Improvement Area. Any further dissemination of the report is at the discretion of the Downtown Goderich Business Improvement 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.

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 2001 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. None of the projections or estimates represents 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 knowledge about the local community from other sources 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 size of the trade area is determined, you can estimate the number of potential customers that may patronize your downtown. Knowing the trade area also sets the geographic parameters for obtaining demographic and lifestyle information. 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. While every store has its own unique trade area, they can be classified into two different types:

- **Convenience-shopping** trade areas are 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.
- **Comparison-shopping** trade areas are 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.

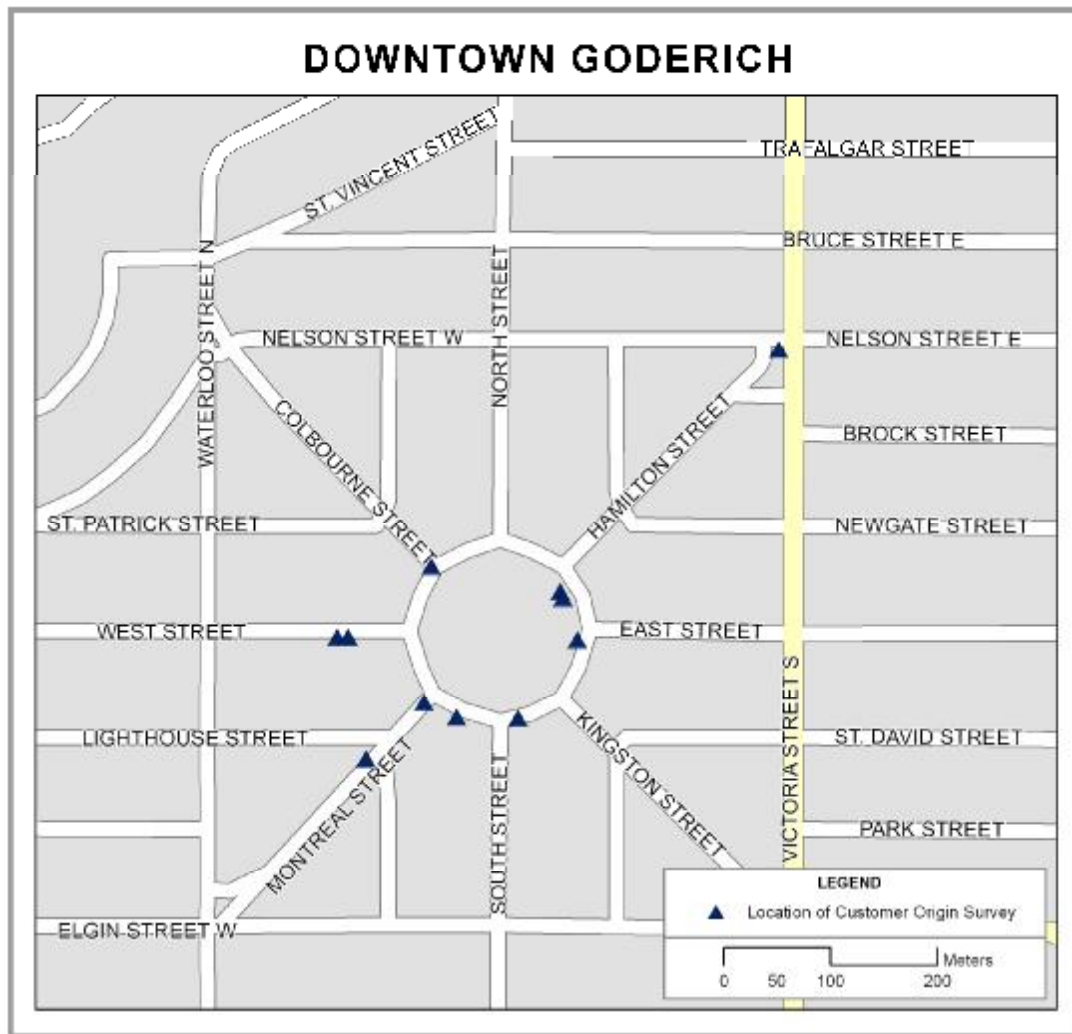
Other factors that affect the size of a trade area are the type and mix of customers frequenting a downtown. Three common groups of customers are local residents, day-time employees and visitors/tourists. Local residents live within the trade area and usually represent the majority of spending potential for most downtowns. Daytime employees may live in the trade area, but may also commute from outside the area. These employees are potential customers for local businesses. Tourists also represent potential consumers of downtown products and services.

2.0 Defining Goderich's Trade Area

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

This study used 345 reported downtown customer postal codes to determine downtown Goderich's trade area. Customers were interviewed throughout the study area while they visited a selected number of representative businesses, over ten days throughout June 2006 (see Figure 1). Customer postal codes were then analyzed using Geographic Information Systems (GIS)¹. This method provides an estimate of the downtown trade area.

Figure 1. Downtown Goderich

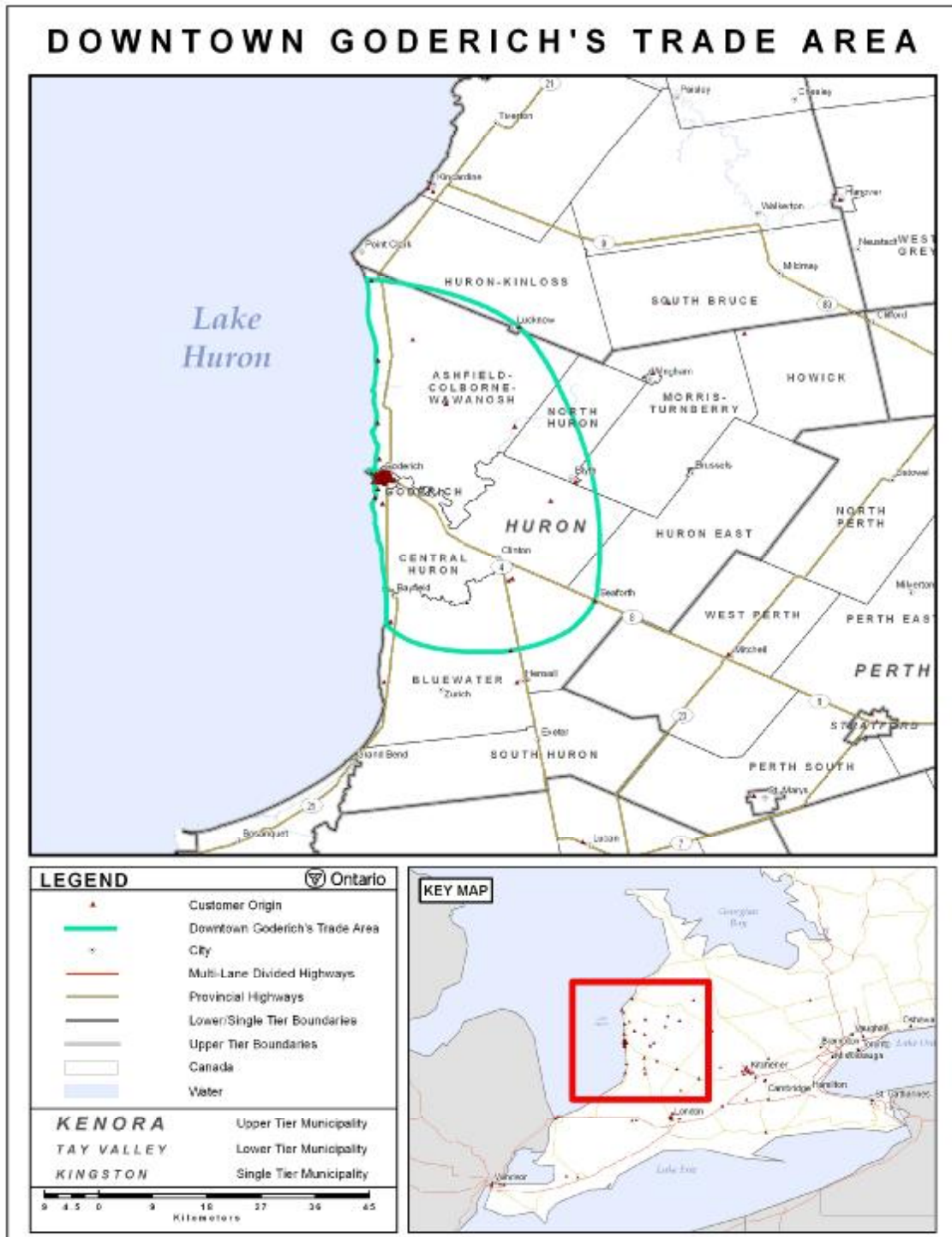


¹ A description of GIS is available in the Glossary

2.1 Size and Shape of Goderich's Trade Area

The trade area for downtown Goderich was established by using the closest 75% of customers. The boundary of Goderich's trade area is presented in the following map (see Figure 2). The map indicates that 75% of downtown customers live within 30km of downtown Goderich. This does not mean that people from outside that boundary never frequent Goderich's downtown but simply that the majority of the customers are likely drawn from this area.

Figure 2. Downtown Goderich's Trade Area



3.0 Demographic Characteristics of Goderich'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 the potential sales of retail goods and services for Goderich. 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 Goderich's trade area with the local municipality 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 Goderich

3.1.1 Population

Knowing the population size is important for measuring the current market and consumer demand. Population is defined as all persons living within Goderich's downtown trade area boundary. The population of downtown Goderich's trade area in 2005 was estimated at 29,555 people.

Table 1. Current Population

Population	Downtown Goderich's Trade Area
2001 Census*	29,418
2005 estimated	29,555

*This population estimate has been generated by MapInfo Canada
Source: Statistics Canada, 2001 and MapInfo Canada, 2005.

3.1.2 Population Projections

Anticipated household or population growth may indicate future opportunities for business expansion and/or recruitment.

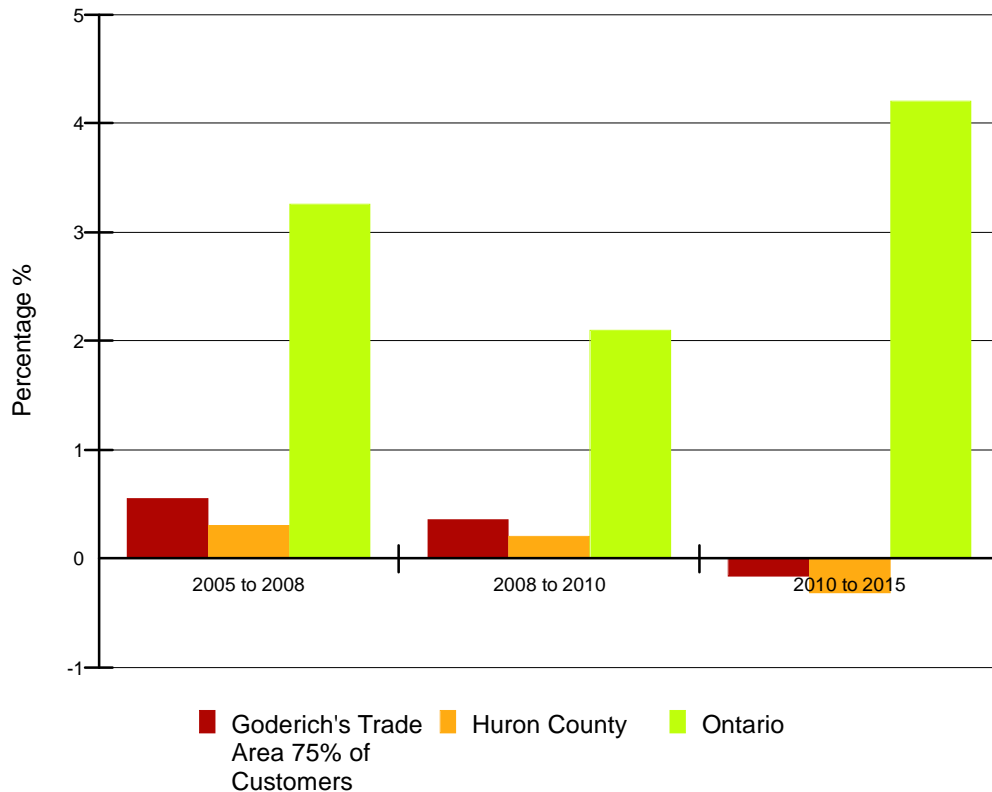
Table 2 and Graph 1 shows that over the next decade, population within Goderich's downtown trade area is projected to grow by only 1.0%. This growth is projected to be higher than Huron County (-.2%) and much less than the Province of Ontario (9.6%). Because of the limit growth in population, it is likely that consumer-spending potential in Goderich's trade area will only increase marginally.

Table 2. Population Projections

Population Projections	Downtown Goderich's Trade Area	Huron County	Ontario
Population Projections			
2008 projected	29,717	61,507	12,921,335
2010 projected	29,824	61,633	13,192,656
2015 projected	29,775	61,435	13,747,320
Change in Population (percent)			
2005 to 2008	0.50%	0.30%	3.30%
2008 to 2010	0.40%	0.20%	2.10%
2010 to 2015	-0.20%	-0.30%	4.20%

*This Population estimate has been generated by MapInfo Canada, 2005

Graph 1. Estimated and Projected Rate of Population Change 2005 to 2015



Source: MapInfo Canada, 2005.

3.1.3 Daytime Population

“Daytime population” is an estimate of people who work in the trade area during the day with an estimate of people at home during the day, such as stay-at-home parents and retirees.

Knowing daytime population is important in identifying different retail opportunities. For instance, having a high daytime population creates a greater potential demand for restaurants, bars, financial institutions, dry cleaners, florists, coffee shops, business supply stores, retailers, and specialty stores catering to a daytime shopper.

Table 3 shows that within Goderich’s downtown trade area the 2005 estimated daytime population is 15, 252 people.

Table 3. Daytime Population for Goderich’s Trade Area

Daytime Population	Downtown Goderich's Trade Area		Huron County		Ontario	
		%		%		%
2005 Total Daytime Population	28,515		58,913		11,926,437	
2005 Daytime Employees	15,252	53%	32,210	55%	6,301,861	53%
2005 Daytime Population at home	13,264	47%	26,703	45%	5,624,576	47%
Age 0 to 14 years	5,106	18%	11,108	19%	2,279,763	19%
Age 15 to 64 years	3,132	11%	5,800	10%	1,853,588	16%
Age 65 plus years	5,027	18%	9,795	17%	1,491,225	13%

*This Daytime Population estimate has been generated by MapInfo Canada, 2005

3.1.4 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). Anticipated growth in the number of households may indicate an increase in future demand for goods and services, as well as opportunities for business expansion and/or recruitment.

In 2005, the number of households in Goderich's downtown trade area was estimated to be 11,312. Consistent with the population projections, the number of households within Goderich's downtown trade area is projected to grow. This growth (2.8%) is similar to the growth projected for Huron County, however, is much lower than the Province of Ontario (20.6%).

Table 4. Households

Households	Downtown Goderich's Trade Area	Huron County	Ontario
Total Households			
2001 Households	11,199	22,835	4,386,055
2005 Household estimate	11,312	22,983	4,681,156
2008 Household projection	11,420	23,155	4,908,934
2010 Household projection	11,493	23,269	5,060,891
2015 Household projection	11,532	23,327	5,378,940
Change in Households (percent)			
2001 to 2005	1.00%	0.60%	6.70%
2005 to 2008	0.90%	0.70%	4.90%
2008 to 2010	0.60%	0.50%	3.10%
2010 to 2015	0.30%	0.20%	5.90%
Average number of persons in private households	2.5	2.6	2.7

* Household estimates and projections have been generated by MapInfo
Source: Statistics Canada, 2001 and MapInfo Canada, 2005.

3.1.5 Age

Age is an important demographic factor because 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 determine the viability and potential for certain business types and store merchandise (see Figure 3).

Figure 3. 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

For example, drug stores often do well in communities with a larger number of people over the age of 65. Realizing and catering to the needs of an aging population can be beneficial to any retailer in such a community. Similarly, toy stores, day care centers, and stores with baby care items can be successful

in areas with many children and infants. Clothing stores and fast food establishments might thrive in retail areas that contain a large concentration of adolescents. Theatres serve a broad section of the population; however, specialized entertainment and recreation options can target certain age groups.

Table 5 and Graph 2 describe the age distribution in downtown Goderich's trade area. There are a number of age differences between downtown Goderich's trade area, Huron County and the Province of Ontario. In general, the average age of downtown Goderich's trade area is slightly older than **both** Huron County and the Province. Seniors in the downtown trade area make up 19% of the population compared to 17% in Huron County and 13% in the Province of Ontario. Another difference between Goderich's downtown trade area, Huron County and the Province is shown in the age groups 25 to 34 years and 35 to 44 years. The Provincial figures show higher percentages of residents in these age groups, suggesting that Goderich's downtown trade area and Huron County may have an outflow of young people to other areas².

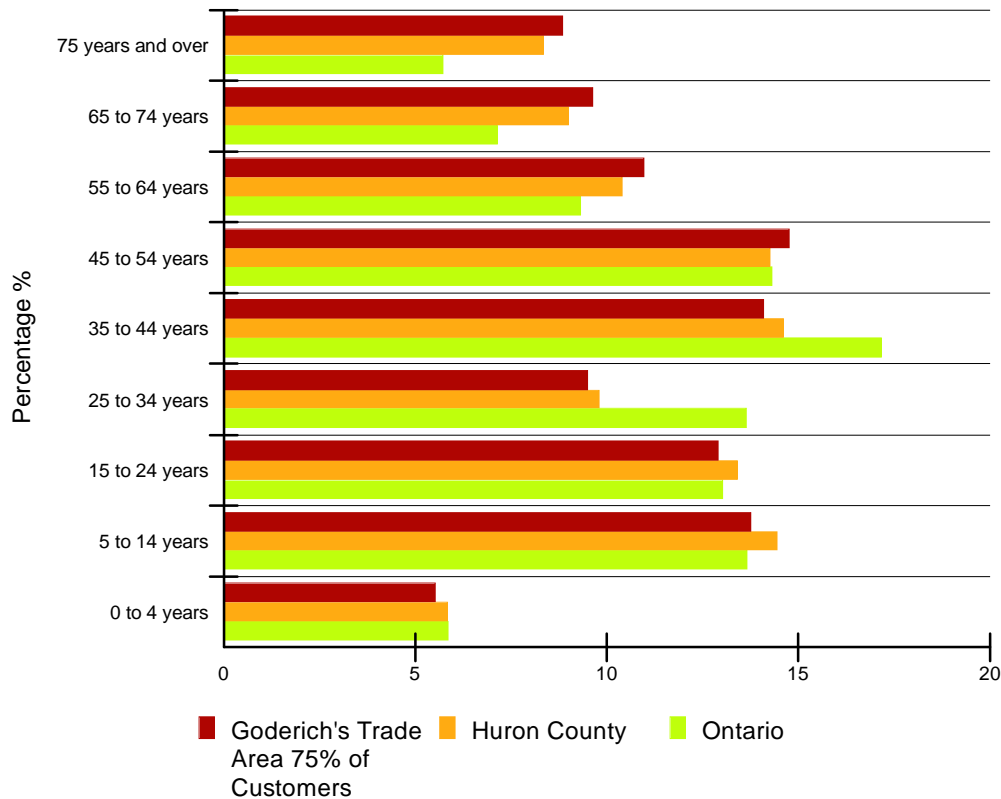
Table 5. Age Distribution

Age	Downtown Goderich's Trade Area		Huron County		Ontario	
		%		%		%
2001 Total Population	28,229		58,852		11,410,045	
Age						
0 to 4 years	1,561	6%	3,451	6%	671,250	6%
5 to 14 years	3,886	14%	8,517	14%	1,561,500	14%
15 to 24 years	3,646	13%	7,897	13%	1,487,835	13%
25 to 34 years	2,683	10%	5,779	10%	1,558,495	14%
35 to 44 years	3,987	14%	8,604	15%	1,959,510	17%
45 to 54 years	4,177	15%	8,406	14%	1,635,275	14%
55 to 64 years	3,105	11%	6,125	10%	1,063,995	9%
65 to 74 years	2,722	10%	5,303	9%	818,170	7%
75 years and over	2,503	9%	4,918	8%	654,000	6%
Average age	40.5		39.5		37.5	
Median age	41.1		39.7		37.2	
Dominant age group	45 to 54 years	15%	35 to 44 years	15%	35 to 44 years	17%
Senior Citizens (65 and over)	5,225	19%	10,221	17%	1,472,170	13%

Source: Statistics Canada, 2001.

2. For more information on the age distribution in Rural and Urban Ontario in 2001 visit:
http://www.reddi.mah.gov.on.ca/scripts/index.asp?action=31&P_ID=21567&N_ID=6&PT_ID=21031&U_ID=0&OP_ID=2

Graph 2. Age Distribution



Source: Statistics Canada, 2001.

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. To decide where to locate a store, retailers may consider the median or average household income in a trade area or seek a minimum number of households within a certain income range. Another common practice is to analyze the distribution of household incomes. Discount stores avoid extreme high or low-income areas. Traditional department stores focus on markets with incomes over \$35,000, while some specialty fashion stores target incomes above \$75,000. A few store categories, including auto parts, are typically found in areas with lower household incomes³. 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.

Table 6, Graph 3 and Figure 4 show that Goderich's downtown trade area and Huron County have both a lower per capita income and average household income than the Province. This lower income may be related to the higher proportion of older residents in Goderich with fixed incomes. A smaller proportion of households in Goderich's trade area (27%) have high incomes between \$60,000 and \$100,000, than Huron County (29%) and the Province (29%). Similarly, downtown Goderich's trade area has a higher proportion of households in lower income categories than the county and province. For example, Goderich's downtown trade area has 16% of its households falling under the \$20,000 income group compared to 14% for Huron County and 14% for Ontario. The largest percentage of households in Goderich's trade area (25%) fall under the household income category of \$20,000-\$39,999.

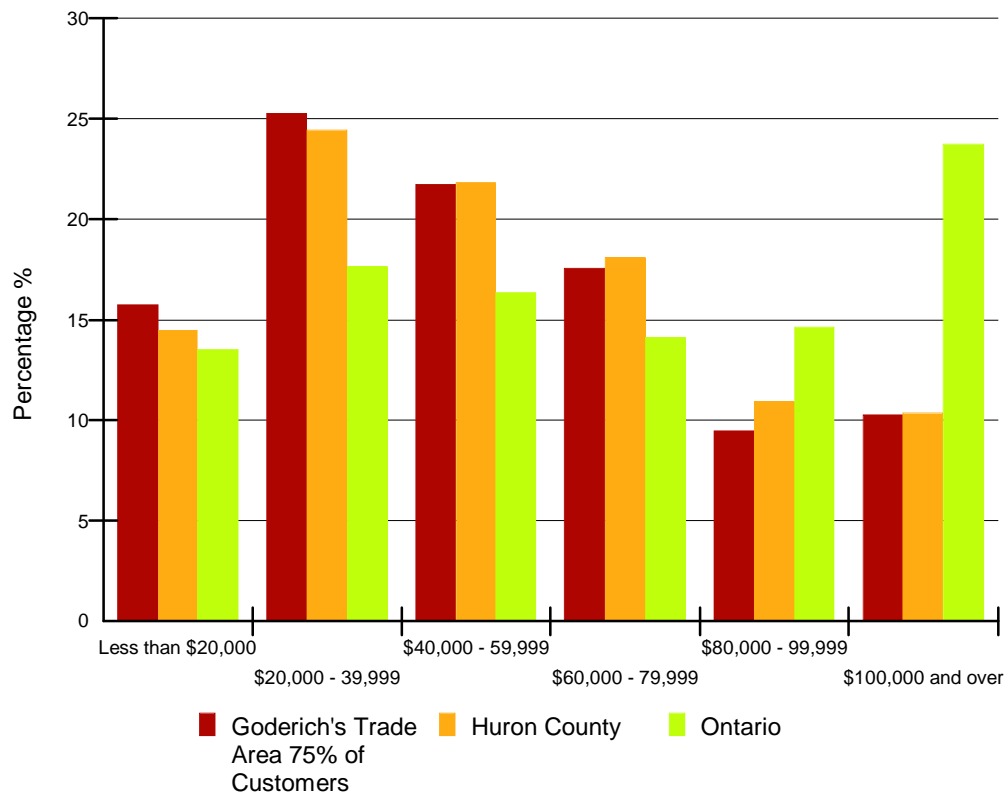
³ Downtown and Business District Market Analysis, Center for Community Economic Development, University of Wisconsin.

Table 6. Income

Income	Downtown Goderich's Trade Area		Huron County		Ontario	
		%		%		%
2001 Per Capita Income \$						
Average Income	\$27,161		\$26,942		\$32,865	
Median Income	\$21,639		\$21,859		\$24,886	
Average household income \$						
2001 income	\$53,278		\$53,951		\$66,836	
2005 estimated	\$58,268		\$59,267		\$75,047	
2008 projected	\$63,553		\$64,631		\$83,326	
2010 projected	\$67,088		\$68,217		\$88,958	
2005 Estimated Households by Income \$	11,312		22,983		4,681,156	
Less than \$20,000	1,781	16%	3,322	14%	632,260	14%
\$20,000 - 39,999	2,856	25%	5,618	24%	826,999	18%
\$40,000 - 59,999	2,456	22%	5,007	22%	765,595	16%
\$60,000 - 79,999	1,987	18%	4,156	18%	660,314	14%
\$80,000 - 99,999	1,071	9%	2,508	11%	684,826	15%
\$100,000 and over	1,161	10%	2,372	10%	1,111,162	24%
Government transfer payments	15.50%		14.50%		9.80%	

*Income estimates and projections have been generated by MapInfo Canada
 Source: Statistics Canada, 2001, and MapInfo Canada, 2005.

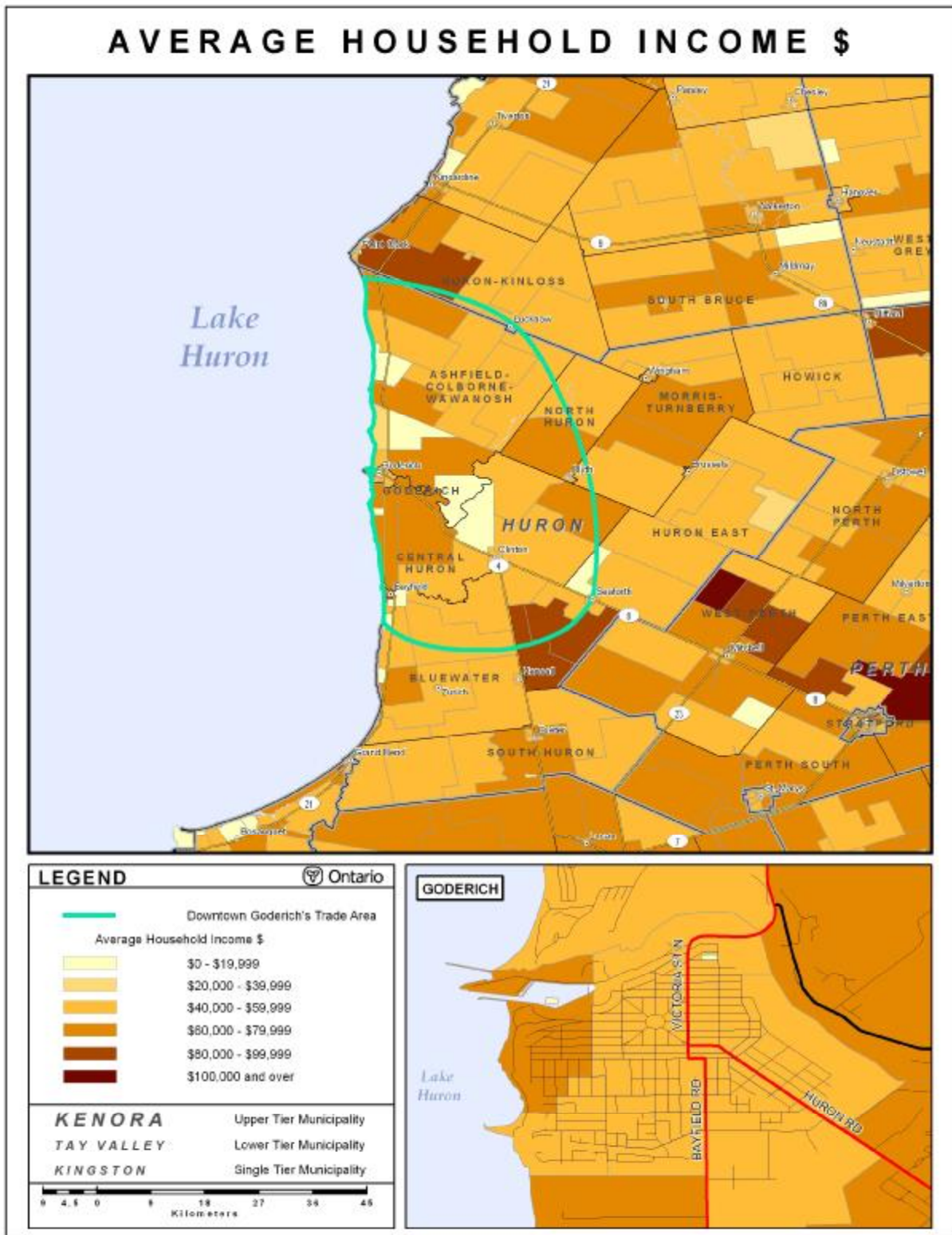
Graph 3. Income Distribution



Source: MapInfo Canada, 2005.

Figure 4 presents average household income levels in Goderich and the surrounding area, with the boundary for Goderich's downtown Trade Area shown by the green circle. As illustrated in the map, sections of Goderich's trade area have higher average household incomes than others.

Figure 4. Goderich's Downtown Trade Area Average Household Income (\$)



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 7 shows the family structure for Goderich's downtown trade area. Similar to Huron County, the trade area has a large percentage of married and common-law couple households. However, downtown Goderich's trade area has a slightly smaller percentage of families with children. This value is reflected in both slightly smaller household and family sizes and may be due to the older population in the area.

Table 7. Family Structure

Family Structure and Marital Status	Downtown Goderich's Trade Area		Huron County		Ontario	
		%		%		%
Census families in private households by family structure	10,594		21,627		4,183,145	
Living alone	2,701	25%	5,266	24%	990,160	24%
Married & Common-law couples	7,028	66%	14,713	68%	2,704,885	65%
With no children at home	3,541	33%	7,050	33%	1,110,095	27%
With children at home	3,475	33%	7,636	35%	1,594,785	38%
Lone-parent families	865	8%	1,624	8%	486,105	12%
Total children at home by age	8,942		19,530		3,809,265	
Under 6 years of age	2,025	23%	4,245	22%	818,690	21%
6 - 14 years	3,465	39%	7,725	40%	1,402,155	37%
15 - 17 years	1,232	14%	2,730	14%	456,415	12%
18 - 24 years	1,687	19%	3,615	19%	724,900	19%
25 years and over	529	6%	1,230	6%	407,100	11%
Children/family	1.1		1.2		1.2	

Source: Statistics Canada, 2001.

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 8 shows the Housing Tenure and Dwelling Characteristics for Goderich's downtown trade area. Goderich's downtown trade area and Huron County have a higher percentage (77% and 77%) of owner-occupied housing when compared to the Province (68%). Goderich's downtown trade area and the County both have a higher proportion of older dwellings built before 1946 (43% and 44%) than the Province (17%). In terms of newer houses, built since 1991, the trade area and County has a lower proportion (9% and 9%) than the Province (15%). As well, the downtown trade area, similar to Huron County, has a larger percentage of single-detached housing (83% and 84%) when compared with the Province of Ontario (58%).

Table 8. Housing Tenure and Dwelling Characteristics

Housing Tenure and Dwelling Characteristics	Downtown Goderich's Trade Area		Huron County		Ontario	
		%		%		%
2001 Total Occupied private dwellings	10,769		21,967		4,219,410	
2001 Housing Ownership						
Owned	8,327	77%	16,962	77%	2,862,295	68%
Rented	2,449	23%	4,974	23%	1,351,365	32%
Occupied private dwellings by period of construction	10,769		21,967		4,219,410	
Before 1946	4,625	43%	9,717	44%	703,410	17%
1946 - 1960	1,221	11%	2,502	11%	692,700	16%
1961 - 1970	1,139	11%	2,159	10%	680,890	16%
1971 - 1980	1,727	16%	3,255	15%	795,115	19%
1981 - 1990	1,109	10%	2,485	11%	743,770	18%
1991 - 1995	560	5%	1,057	5%	286,800	7%
1996 - 2001	432	4%	792	4%	316,730	8%
Dominant period of construction	Before 1946	43%	Before 1946	44%	1971-1980	19%
Occupied private dwellings by maintenance required	10,769		21,967		4,219,410	
Regular maintenance only	6,703	62%	13,825	63%	2,830,380	67%
Minor repairs	3,189	30%	6,402	29%	1,074,735	25%
Major repairs	846	8%	1,711	8%	314,300	7%
2001 Type of Housing Units						
Single-detached house	8,886	83%	18,449	84%	2,460,330	58%
Semi-detached house	294	3%	620	3%	262,770	6%
Row house	154	1%	310	1%	307,335	7%
Apartment, detached duplex	95	1%	215	1%	92,260	2%
Apartment less than 5 storeys	1,149	11%	1,955	9%	406,020	10%
Highrise Apartment	0	0%	0	0%	678,320	16%
Mobile Home or Trailer	198	2%	441	2%	12,370	0%
Average value of dwellings	\$135,292		\$133,913		\$199,884	
Rented Dwellings	2,449		4,974		1,351,365	
Households spending 30% to 99% of household income on gross rent	828	34%	1,548	31%	458,040	34%
Owned Dwellings	8,327		16,962		2,862,295	
Households spending 30% or more of household income on owned shelter	904	11%	1,828	11%	485,895	17%

Source: Statistics Canada, 2001.

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. 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 9 shows the educational attainment for the population aged 20 and over in Goderich's downtown trade area. Goderich's downtown trade area and Huron County have a higher percentage of people with less than a high school diploma (32% and 35%) when compared with the province of Ontario (26%). At the same time, the downtown trade area and the County of Huron have a higher percentage of people with either a trades certificate and college diploma (33% and 31%), compared to Ontario (27%). The downtown trade area and the County of Huron have a lower proportion of people with a university education (9% and 8%), compared to Ontario (19%).

Table 9. Educational Attainment

Educational Attainment	Downtown Goderich's Trade Area		Huron County		Ontario	
		%		%		%
2001 Total Population by Educational Attainment	20,139		41,351		8,282,160	
Less than high school	6,517	32%	14,592	35%	2,125,865	26%
High School graduate	3,216	16%	6,835	17%	1,174,770	14%
Trades certificate	3,019	15%	5,621	14%	843,480	10%
College (with diploma)	3,533	18%	7,137	17%	1,415,490	17%
University (with bachelor's or higher)	1,834	9%	3,284	8%	1,586,365	19%

Source: Statistics Canada, 2001.

3.1.10 Employment

Table 10 presents the breakdown of the employment level of residents in downtown Goderich'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 Goderich.

Goderich's downtown trade area has a lower participation rate in the labour force (66.7%) when compared with Huron County (68.2%) and the Province (67.3%). This value is may be due to the older population in the area.

Table 10. Employment

Employment	Downtown Goderich's Trade Area	Huron County	Ontario
Total Population 15 years and over by Labour Force Activity	22,259	45,951	9,048,040
In the labour force	14,841	31,353	6,086,815
Total Employed	14,169	30,100	5,713,900
Total Unemployed	679	1,285	372,915
Not in the labour force	7,424	14,625	2,961,220
Participation rate	66.70%	68.20%	67.30%
Unemployment rate	4.60%	4.10%	6.10%
Employment-population ratio	63.70%	65.50%	63.20%

Source: Statistics Canada, 2001.

3.1.11 Occupations

Many retailers use the concentration of white or blue-collar workers as another gauge of a market's taste preferences. Specialty apparel stores thrive on middle to upper income areas and above average white-collar employment. Second hand clothing stores and used car dealerships are successful in areas with a higher concentration of blue-collar workers. Office supply stores and large music and video stores are especially sensitive to the occupational profile. These retailers target growth areas with a majority of white-collar workers.

Table 11 shows that the occupation breakdown in the downtown trade area is somewhat similar to that of Huron County, with some larger differences between the trade area and the Province⁴. Goderich's downtown trade area and Huron County have a higher proportion of blue-collar employees than the province (40% and 43% versus 25%). Likewise, the number of white-collar employees in Goderich's trade area (27%) and Huron County (25%) is less than the province of Ontario (38%).

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

Table 11. Occupations

Occupations	Downtown Goderich's Trade Area		Huron County		Ontario	
		%		%		%
All occupations	14,643		31,039		5,992,765	
White Collar	3,944	27%	7,867	25%	2,270,710	38%
Grey Collar	4,991	34%	9,847	32%	2,220,245	37%
Blue Collar	5,799	40%	13,354	43%	1,501,805	25%
Occupation - Not Applicable	189	1%	315	1%	94,050	2%

Source: Statistics Canada, 2001.

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 an area is important when choosing the merchandise to be carried. Correct assortments, fashion orientation, advertising media, and product selection are all influenced by ethnicity.

Table 12 shows downtown Goderich's trade area and Huron County have a higher percentage of residents of English origin (21% and 18%) compared to the Province (15%). As well, when compared with the province downtown Goderich's trade area and Huron County have a higher percentage of residents of Scottish origin (17% and 16% versus 10%), Irish origin (15% and 14% versus 10%) and German origin (9% and 11% versus 5%).

Table 12. Ethnic Origin

Ethnic Origin	Downtown Goderich's Trade Area		Huron County		Ontario	
		%		%		%
Top 5 Ethnic Origins	Canadian	21%	Canadian	22%	Canadian	19%
	English	20%	English	18%	English	15%
	Scottish	17%	Scottish	16%	Scottish	10%
	Irish	15%	Irish	14%	Irish	10%
	German	9%	German	11%	French	7%

Source: Statistics Canada, 2001.

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

2005 Expenditure Potential Summary	Downtown Goderich's Trade Area			Huron County		Ontario	
	Total Expenditure	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index
Total current consumption	\$451,679,899	\$41,913	83	\$42,562	84	\$50,344	100
Food	\$73,702,147	\$6,515	86	\$6,552	86	\$7,562	100
Shelter	\$118,073,767	\$10,438	75	\$10,256	74	\$13,755	100
Household operation	\$32,011,276	\$2,830	87	\$2,898	89	\$3,247	100
Household furnishings and equipment	\$21,430,691	\$1,894	89	\$2,008	95	\$2,111	100
Clothing	\$26,450,970	\$2,338	78	\$2,391	79	\$2,994	100
Transportation	\$92,944,963	\$8,216	87	\$8,583	91	\$9,337	100
Health care	\$17,461,370	\$1,544	101	\$1,594	104	\$1,527	100
Personal care	\$10,552,559	\$933	79	\$940	79	\$1,181	100
Recreation	\$39,523,583	\$3,494	82	\$3,612	85	\$4,237	100
Reading materials and other printed matter	\$3,297,448	\$291	85	\$291	85	\$340	100
Tobacco products and alcoholic beverages	\$16,231,124	\$1,435	103	\$1,427	103	\$1,381	100

Source: MapInfo Canada, 2005.

Food

2005 Expenditure Potential - Food	Downtown Goderich's Trade Area			Huron County		Ontario	
	Total Expenditure	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index
Food	\$73,702,147	\$6,515	86	\$6,552	86	\$7,562	100
Food purchased from stores	\$58,081,966	\$5,134	88	\$5,158	89	\$5,790	100
Food purchased from restaurants	\$15,319,851	\$1,354	77	\$1,369	78	\$1,738	100

Source: MapInfo Canada, 2005.

Shelter

2005 Expenditures Potential - Shelter	Downtown Goderich's Trade Area			Huron County		Ontario	
	Total Expenditure	Annual- Household Expenditures	Index	Annual- Household Expenditures	Index	Annual- Household Expenditures	Index
Shelter	\$118,073,767	\$10,438	75	\$10,256	74	\$13,755	100
Principal accommodation	\$110,869,846	\$9,801	75	\$9,627	73	\$13,015	100
Rented living quarters	\$22,847,939	\$2,020	64	\$1,790	57	\$3,132	100
Rent	\$22,041,315	\$1,948	63	\$1,710	55	\$3,073	100
Tenants' maintenance, repairs and alterations	\$499,240	\$44	180	\$56	226	\$25	100
Tenants' insurance premiums	\$307,802	\$27	77	\$25	71	\$35	100
Owned living quarters	\$62,662,504	\$5,539	71	\$5,549	71	\$7,720	100
Regular mortgage payments	\$32,805,721	\$2,900	68	\$2,943	69	\$4,230	100
Maintenance, repairs and replacements	\$7,148,949	\$632	87	\$625	86	\$725	100
Condominium charges	\$916,857	\$81	50	\$68	42	\$159	100
Property taxes	\$13,581,302	\$1,201	69	\$1,201	69	\$1,730	100
Homeowners' insurance premiums	\$4,465,398	\$395	103	\$414	108	\$381	100
Other expenditures for owned living quarters	\$3,743,261	\$331	66	\$299	60	\$494	100
Water, fuel and electricity	\$25,340,666	\$2,240	103	\$2,286	105	\$2,163	100
Other accommodation	\$7,201,247	\$637	86	\$629	85	\$740	100
Owned vacation home	\$1,970,456	\$174	82	\$163	77	\$211	100
Traveller accommodation	\$5,231,056	\$462	87	\$466	88	\$528	100
Hotels and motels	\$3,645,100	\$322	81	\$326	82	\$397	100
Other accommodation away from home	\$1,586,166	\$140	106	\$140	106	\$131	100

Source: MapInfo Canada, 2005.

Household Furnishings

2005 Expenditure Potential - Household Furnishings	Downtown Goderich's Trade Area			Huron County		Ontario	
	Total Expenditure	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index
Household furnishings	\$9,745,876	\$862	78	\$901	82	\$1,096	100
Furniture	\$6,932,443	\$613	83	\$655	89	\$736	100
Rugs, mats and underpadding	\$324,299	\$29	63	\$26	58	\$45	100
Window coverings and household textiles	\$1,560,977	\$138	73	\$144	76	\$188	100
Art, antiques and decorative ware	\$928,786	\$82	64	\$76	59	\$128	100

Source: MapInfo Canada, 2005.

Household Operation

2005 Expenditure Potential - Household Operation	Downtown Goderich's Trade Area			Huron County		Ontario	
	Total Expenditure	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index
Household operation	\$32,011,276	\$2,830	87	\$2,898	89	\$3,247	100
Communications	\$13,581,470	\$1,201	87	\$1,203	88	\$1,367	100
Telephone	\$9,353,759	\$827	94	\$825	94	\$877	100
Cellular services	\$2,299,863	\$203	75	\$212	79	\$268	100
Internet services	\$1,238,282	\$109	67	\$105	64	\$163	100
Postal and other communication services	\$690,170	\$61	101	\$61	102	\$60	100
Child care expenses	\$2,622,101	\$232	62	\$245	65	\$371	100
Child care outside the home	\$1,832,762	\$162	60	\$173	65	\$266	100
Child care in the home	\$789,514	\$70	66	\$71	67	\$105	100
Domestic and other custodial services	\$942,295	\$83	46	\$83	46	\$180	100
Pet expenses	\$4,336,119	\$383	105	\$407	112	\$362	100
Purchase of pets	\$263,878	\$23	138	\$28	166	\$17	100
Pet food	\$2,388,265	\$211	119	\$220	124	\$177	100
Purchase of pet related goods	\$467,221	\$41	101	\$43	105	\$41	100
Veterinarian and other services	\$1,217,320	\$108	84	\$116	91	\$128	100
Household cleaning supplies	\$2,935,758	\$260	102	\$268	106	\$252	100
Paper, plastic and foil household supplies	\$3,583,517	\$317	94	\$318	95	\$334	100
Garden supplies and services	\$3,200,981	\$283	92	\$303	99	\$305	100
Other household supplies	\$810,584	\$72	96	\$72	96	\$74	100

Source: MapInfo Canada, 2005.

Household Equipment

2005 Expenditure Potential - Household Equipment	Downtown Goderich's Trade Area			Huron County		Ontario	
	Total Expenditure	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index
Household equipment	\$10,215,346	\$903	106	\$977	114	\$850	100
Household appliances	\$4,337,352	\$383	100	\$398	104	\$382	100
Room air conditioners, portable humidifiers and dehumidifiers	\$158,787	\$14	107	\$15	115	\$13	100
Refrigerators and freezers	\$821,080	\$73	86	\$72	85	\$84	100
Cooking stoves and ranges	\$598,918	\$53	112	\$57	122	\$47	100
Microwave and convection ovens	\$135,842	\$12	72	\$11	67	\$17	100
Gas barbecues	\$286,209	\$25	105	\$27	114	\$24	100
Small electric food preparation appliances	\$433,585	\$38	93	\$39	94	\$41	100
Washers and dryers	\$708,651	\$63	98	\$61	95	\$64	100
Vacuum cleaners and other rug cleaning equipment	\$572,287	\$51	150	\$58	172	\$34	100
Portable dishwashers	\$81,790	\$7	83	\$7	80	\$9	100
Sewing machines	\$171,688	\$15	96	\$17	108	\$16	100
Other electric equipment and appliances	\$203,021	\$18	97	\$17	92	\$18	100
Attachments and parts for major appliances	\$167,770	\$15	95	\$16	101	\$16	100
Home and workshop tools and equipment	\$1,727,035	\$153	141	\$174	161	\$108	100
Power tools and equipment	\$1,082,659	\$96	145	\$110	167	\$66	100
Other tools	\$644,533	\$57	135	\$64	151	\$42	100
Lawn, garden and snow-removal tools and equipment	\$1,919,523	\$170	141	\$202	168	\$120	100
Lamps and lampshades	\$208,354	\$18	68	\$16	59	\$27	100
Non-electric kitchen and cooking equipment	\$488,774	\$43	85	\$45	88	\$51	100
Tableware, flatware and knives	\$190,967	\$17	62	\$17	62	\$27	100
Non-electric cleaning equipment	\$364,702	\$32	92	\$33	95	\$35	100
Luggage	\$187,133	\$17	61	\$16	60	\$27	100
Home security equipment	\$104,691	\$9	75	\$9	74	\$12	100
Other household equipment, parts and accessories	\$688,799	\$61	97	\$67	107	\$62	100
Maintenance and repairs of furniture and equipment	\$869,192	\$77	88	\$81	93	\$87	100
Furniture, carpeting and household textiles	\$468,814	\$41	82	\$42	82	\$50	100
Major household appliances	\$196,631	\$17	78	\$18	79	\$22	100
Other maintenance and repairs of furniture and equipment	\$204,147	\$18	129	\$22	154	\$14	100
Services related to furnishings and equipment	\$600,930	\$53	68	\$49	63	\$78	100

Source: MapInfo Canada, 2005.

Clothing

2005 Expenditure Potential - Clothing	Downtown Goderich's Trade Area			Huron County		Ontario	
	Total Expenditure	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index
Clothing	\$26,450,970	\$2,338	78	\$2,391	79	\$2,994	100
Women's and Girls' wear (4 years and over)	\$13,138,701	\$1,161	76	\$1,178	77	\$1,528	100
Clothing	\$7,424,331	\$656	72	\$655	72	\$910	100
Footwear	\$2,130,314	\$188	76	\$186	75	\$245	100
Accessories	\$416,154	\$37	68	\$36	66	\$54	100
Jewellery and watches	\$1,561,985	\$138	87	\$155	97	\$158	100
Clothing gifts to non-household members	\$1,606,700	\$142	88	\$146	90	\$161	100
Men's and Boys' wear (4 years and over)	\$10,410,030	\$920	82	\$948	85	\$1,112	100
Clothing	\$6,144,135	\$543	80	\$558	82	\$677	100
Footwear	\$2,041,043	\$180	85	\$186	88	\$210	100
Accessories	\$393,548	\$35	86	\$35	86	\$40	100
Jewellery and watches	\$529,178	\$47	81	\$48	83	\$57	100
Clothing gifts to non-household members	\$1,302,928	\$115	90	\$122	95	\$128	100
Children's wear (under 4 years)	\$955,929	\$85	79	\$90	84	\$106	100
Clothing and cloth diapers	\$287,369	\$25	68	\$27	74	\$37	100
Footwear	\$48,503	\$4	62	\$4	59	\$7	100
Clothing gifts to non-household members	\$620,425	\$55	88	\$58	93	\$62	100
Clothing material, notions and services	\$1,946,921	\$172	69	\$176	70	\$248	100
Clothing material (excluding household textiles)	\$323,480	\$29	127	\$33	146	\$22	100
Yarn and thread	\$266,107	\$24	135	\$25	141	\$17	100
Services	\$1,357,777	\$120	57	\$119	56	\$208	100
Dressmaking, tailoring, clothing storage and other	\$91,676	\$8	66	\$9	71	\$12	100
Laundry and dry-cleaning service	\$579,649	\$51	50	\$52	50	\$102	100
Laundromats and self-service dry cleaning	\$509,563	\$45	64	\$42	59	\$70	100
Maintenance, repair and alteration	\$177,436	\$16	63	\$17	66	\$25	100

Source: MapInfo Canada, 2005.

Transportation

2005 Expenditure Potential - Transportation	Downtown Goderich's Trade Area			Huron County		Ontario	
	Total Expenditure	Annual- Household Expenditures	Index	Annual- Household Expenditures	Index	Annual- Household Expenditures	Index
Transportation	\$92,944,963	\$8,216	87	\$8,583	91	\$9,337	100
Private transportation	\$87,667,412	\$7,750	91	\$8,163	96	\$8,439	100
Purchase of automobiles and trucks	\$37,514,490	\$3,316	98	\$3,624	108	\$3,350	100
Automobiles	\$21,245,406	\$1,878	90	\$2,059	98	\$2,080	100
Trucks (including vans)	\$18,198,791	\$1,609	109	\$1,749	118	\$1,471	100
Purchase of automotive accessories	\$403,517	\$36	85	\$32	75	\$42	100
Rented and leased automobiles and trucks	\$5,146,372	\$455	59	\$458	60	\$760	100
Gasoline and other fuels	\$20,317,904	\$1,796	99	\$1,875	103	\$1,807	100
Tires, batteries, and other automotive parts and supplies	\$3,151,489	\$279	123	\$284	126	\$225	100
Maintenance and repair	\$6,454,518	\$571	93	\$586	96	\$610	100
Taxi	\$453,400	\$40	68	\$34	58	\$58	100
Airplane	\$2,847,937	\$252	53	\$235	49	\$471	100
Train	\$67,943	\$6	34	\$5	31	\$17	100
Highway bus	\$210,377	\$19	106	\$17	96	\$17	100
Household moving, storage and delivery services	\$343,963	\$30	71	\$22	51	\$43	100

Source: MapInfo Canada, 2005.

Health Care

2005 Expenditure Potential - Health care	Downtown Goderich's Trade Area			Huron County		Ontario	
	Total Expenditure	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index
Health care	\$17,461,370	\$1,544	101	\$1,594	104	\$1,527	100
Direct costs to household	\$12,678,355	\$1,121	102	\$1,147	105	\$1,090	100
Health care supplies	\$370,871	\$33	101	\$30	92	\$32	100
Medicinal and pharmaceutical products	\$5,491,999	\$485	121	\$497	124	\$400	100
Physicians' care	\$122,270	\$11	72	\$12	77	\$15	100
Other health care practitioners	\$984,967	\$87	92	\$91	96	\$94	100
Eye-care goods and services	\$1,839,188	\$163	96	\$167	99	\$169	100
Prescription eye wear	\$1,404,604	\$124	96	\$127	98	\$129	100
Other eye care goods	\$210,280	\$19	84	\$20	88	\$22	100
Eye care services (e.g., surgery, exams)	\$224,707	\$20	111	\$21	116	\$18	100
Dental services	\$3,401,140	\$301	88	\$308	90	\$340	100
Hospital care	\$142,226	\$13	142	\$14	160	\$9	100
Other medical services	\$327,227	\$29	92	\$28	90	\$31	100
Health insurance premiums	\$4,783,174	\$423	96	\$447	102	\$437	100
Public hospital, medical and drug plans	\$1,440,667	\$127	110	\$134	116	\$115	100
Private health insurance plans	\$3,342,710	\$295	91	\$313	97	\$322	100

Source: MapInfo Canada, 2005.

Personal Care

2005 Expenditure Potential - Personal care	Downtown Goderich's Trade Area			Huron County		Ontario	
	Total Expenditure	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index
Personal care	\$10,552,559	\$933	79	\$940	79	\$1,181	100
Personal care supplies and equipment	\$6,514,330	\$576	83	\$578	84	\$687	100
Personal care preparations	\$5,280,946	\$467	82	\$467	82	\$566	100
Disposable diapers	\$428,725	\$38	82	\$39	85	\$46	100
Electric hair-styling and personal care appliances	\$194,188	\$17	84	\$17	85	\$20	100
Other personal care supplies and equipment	\$611,131	\$54	97	\$55	99	\$56	100
Personal care services	\$4,038,439	\$357	72	\$362	73	\$493	100
Hair grooming	\$3,578,955	\$316	73	\$321	74	\$433	100
Other personal services	\$459,675	\$41	66	\$41	67	\$61	100

Source: MapInfo Canada, 2005.

Recreation

2005 Expenditure Potential - Recreation	Downtown Goderich's Trade Area			Huron County		Ontario	
	Total Expenditure	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index
Recreation	\$39,523,583	\$3,494	82	\$3,612	85	\$4,237	100
Recreation equipment and associated services	\$12,255,622	\$1,083	88	\$1,136	92	\$1,229	100
Sports and athletic equipment	\$1,927,521	\$170	95	\$183	102	\$179	100
Playground equipment, above-ground pools and accessories	\$316,471	\$28	125	\$33	147	\$22	100
Toys and children's vehicles	\$1,384,520	\$122	101	\$133	110	\$120	100
Electronic games and parts	\$548,783	\$49	87	\$49	88	\$56	100
Video game rental	\$129,907	\$11	85	\$11	80	\$13	100
Artists' materials, handicraft, hobbycraft kits and materials	\$553,956	\$49	101	\$49	101	\$48	100
Computer equipment and supplies	\$3,548,830	\$314	69	\$314	69	\$454	100
Computer hardware	\$2,707,383	\$239	68	\$242	69	\$349	100
Computer software	\$319,153	\$28	66	\$28	65	\$42	100
Computer supplies and other equipment	\$522,688	\$46	73	\$45	71	\$63	100
Photographic goods and services	\$1,914,295	\$169	84	\$170	84	\$201	100
Musical instruments, parts and accessories	\$378,136	\$33	66	\$31	62	\$50	100
Collectors' items (e.g., stamps, coins)	\$696,827	\$62	341	\$84	464	\$18	100
Camping, picnic equipment and accessories (excluding BBQs)	\$436,036	\$39	126	\$38	125	\$31	100
Supplies and parts for recreational equipment	\$328,687	\$29	118	\$33	132	\$24	100
Rental, maintenance and repairs of equipment	\$94,070	\$8	68	\$7	61	\$12	100

Source: MapInfo Canada, 2005.

Recreation Vehicles

2005 Expenditure Potential - Recreation Vehicles	Downtown Goderich's Trade Area			Huron County		Ontario	
	Total Expenditure	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index
Recreation vehicles and associated services	\$7,175,384	\$634	99	\$707	111	\$634	100
Purchase of recreation vehicles	\$4,172,866	\$369	101	\$427	116	\$365	100
Bicycles, parts and accessories	\$495,235	\$44	61	\$43	60	\$71	100
Other recreational vehicles and outboard motors	\$3,677,829	\$325	110	\$383	130	\$294	100
Travel trailers	\$786,512	\$70	154	\$88	195	\$45	100
Tent trailers	\$259,211	\$23	258	\$31	347	\$9	100
Motorcycles	\$678,776	\$60	117	\$74	144	\$51	100
Snowmobiles	\$649,802	\$57	103	\$69	123	\$56	100
Motor homes	\$95,231	\$8	236	\$12	325	\$4	100
Truck campers	\$59,613	\$5	366	\$7	521	\$1	100
Boats	\$371,983	\$33	57	\$21	35	\$57	100
Outboard motors and personal watercraft	\$88,720	\$8	64	\$7	56	\$12	100
Other recreation vehicle purchases	\$689,605	\$61	104	\$76	130	\$58	100
Operation of recreational vehicles	\$3,002,680	\$265	98	\$281	104	\$269	100

Source: MapInfo Canada, 2005.

Recreation Services

2005 Expenditures Potential - Recreation Services	Downtown Goderich's Trade Area			Huron County		Ontario	
	Total Expenditure	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index
Recreation services	\$13,830,392	\$1,223	71	\$1,227	71	\$1,713	100
Entertainment	\$7,247,209	\$641	80	\$631	79	\$793	100
Movie theatres	\$870,667	\$77	60	\$76	60	\$127	100
Live sports events	\$348,540	\$31	61	\$29	58	\$50	100
Live performing arts	\$708,582	\$63	67	\$66	70	\$93	100
Admission to museums and other activities	\$424,042	\$37	84	\$41	92	\$44	100
Rental of cablevision and satellite services	\$4,896,241	\$433	90	\$419	87	\$478	100
Use of recreation facilities	\$3,809,641	\$337	68	\$341	69	\$490	100
Membership and single usage fees	\$3,359,750	\$297	68	\$298	69	\$432	100
Golfing	\$1,166,742	\$103	66	\$108	69	\$155	100
Bowling	\$221,529	\$20	98	\$19	96	\$20	100
Skiing/Snowboarding	\$288,921	\$26	64	\$25	62	\$39	100
Health clubs and recreation associations	\$714,328	\$63	55	\$58	51	\$114	100
Other sports activities	\$969,172	\$86	83	\$89	86	\$103	100
Video, pinball and carnival games	\$123,142	\$11	76	\$12	87	\$14	100
Children's camps	\$327,123	\$29	66	\$30	67	\$44	100
Package travel tours	\$2,541,984	\$225	54	\$232	56	\$412	100
Other recreational services	\$232,239	\$21	109	\$23	124	\$19	100

Source: MapInfo Canada, 2005.

Home Entertainment

2005 Expenditure Potential - Home Entertainment	Downtown Goderich's Trade Area			Huron County		Ontario	
	Total Expenditure	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index
Home entertainment equipment and services	\$6,262,847	\$554	83	\$542	82	\$660	100
Equipment	\$5,133,451	\$454	85	\$448	84	\$530	100
Audio (e.g., radio, CD players, speakers)	\$1,053,023	\$93	82	\$93	82	\$112	100
Portable	\$383,675	\$34	95	\$34	94	\$36	100
Non-portable	\$669,533	\$59	77	\$59	76	\$77	100
Pre-recorded audio and video cassette tapes/CDs/DVDs	\$1,697,989	\$150	85	\$152	86	\$176	100
Blank audio and video tapes	\$137,831	\$12	86	\$12	86	\$14	100
Televisions, VCRs, camcorders and other television components	\$1,921,806	\$170	83	\$161	78	\$205	100
Other home entertainment equipment	\$323,606	\$29	121	\$30	127	\$24	100
Services	\$1,129,615	\$100	76	\$93	71	\$130	100
Rental of videotapes and DVDs	\$1,006,713	\$89	77	\$84	72	\$115	100
Rental of home entertainment equipment and other services	\$21,907	\$2	81	\$2	85	\$2	100
Maintenance and repair of home entertainment equipment	\$101,295	\$9	73	\$8	64	\$12	100

Source: MapInfo Canada, 2005.

Reading Materials

2005 Expenditure Potential - Reading Materials	Downtown Goderich's Trade Area			Huron County		Ontario	
	Total Expenditure	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index
Reading materials and other printed matter	\$3,297,448	\$291	85	\$291	85	\$340	100
Newspapers	\$1,212,253	\$107	84	\$105	82	\$127	100
Magazines and periodicals	\$764,197	\$68	95	\$69	98	\$71	100
Books and pamphlets (excluding school books)	\$1,112,754	\$98	81	\$98	81	\$121	100
Maps, sheet music and other printed matter	\$80,038	\$7	70	\$7	68	\$10	100
Services related to reading materials	\$129,068	\$11	96	\$11	97	\$12	100

Source: MapInfo Canada, 2005.

Alcohol and Tobacco

2005 Expenditure Potential - Alcohol and Tobacco	Downtown Goderich's Trade Area			Huron County		Ontario	
	Total Expenditure	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index	Annual-Household Expenditures	Index
Tobacco products and alcoholic beverages	\$16,231,124	\$1,435	103	\$1,427	103	\$1,381	100
Tobacco products and smokers' supplies	\$8,317,285	\$735	123	\$738	123	\$596	100
Alcoholic beverages	\$7,914,069	\$700	89	\$689	87	\$785	100
Served on licensed premises	\$2,554,806	\$226	78	\$223	77	\$286	100
Purchased from stores	\$5,131,092	\$454	96	\$446	95	\$468	100
Self-made alcoholic beverages	\$228,598	\$20	64	\$20	64	\$31	100

Source: MapInfo Canada, 2005.

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.

Appendix 3. Occupation Breakdown

2001- 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	Grey Collar
Administrative and regulatory	Grey Collar
Clerical supervisors	Grey Collar
Clerical occupations	Grey Collar
<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	Grey Collar
<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	Grey Collar
<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	Grey Collar
Cashiers	Grey Collar
Chefs and cooks	Grey Collar
Food and beverage service	Grey Collar
Protective services	Grey Collar
Travel and accommodation, recreation and sport attendants	Grey Collar
Childcare and home support	Grey Collar
Other sales and service	Grey Collar
<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