



Downtown Tilbury's Trade Area Report

Analyzing Local Market Conditions for
Effective Downtown Revitalization

Executive Summary

Downtown Tilbury's Trade Area

- Population** - Trade area contains 4,845 people in 2006 and has dropped slightly to an estimated 4,827 for year 2011.
- Population Projection** - Slight population decline projected in the next 10 years (1.5% decrease).
- Daytime Population** - Approximately 4,885, with a 50/50 split between those at work, and those staying at home.
- There is a relatively higher proportion of people staying at home in downtown Tilbury's trade area and Chatham-Kent than the provincial average.
- Households** - While the number of households remains stable, the number of people living in them will decrease over the next 10 years from 2011 to 2021.
- Rate of household growth substantially lower than benchmark regions.
- Age** - Higher proportion of people over the age of 65.
- Higher proportion of people under the age of 20.
- A slightly lower percentage of people in the middle age group from 40 to 54 years.
- Income** - The average household income of downtown Tilbury's trade area is comparable with the average of its upper level municipality Chatham-Kent, but is significantly lower than the provincial average.
- A higher proportion of households with average household income below \$60,000 and a lower proportion of households with average household income above \$100,000 in both downtown Tilbury's trade area and Chatham-Kent in comparison with the average of Ontario.
- Family Structure** - Lower percentage of married couples with children at home and an over-representation of common-law couples and lone-parent families.
- 62% of all census families have at least one child living at home and 75% of those children are under the age of 18.
- Significantly under-represented in large-size families in comparison to its benchmark regions.
- Housing** - Relatively old houses with a higher rate of ownership and a significantly lower rate of rented houses.
- A significant proportion of single-detached homes and multi-level apartments with a higher propensity for ownership and comparatively less income being devoted to housing costs.
- The average value of dwellings is comparable to the value of Chatham-Kent, but significantly lower than the provincial average.

- Education** - An over-representation of people with less than high school and an under-representation of people with university education. The difference between downtown Tilbury's trade area and its benchmark regions is worth noting.
- Employment** - Very high unemployment rate in comparison with rate of Chatham-Kent and Ontario.
- Occupation** - Higher rate of blue collar workers: lower rate of white collar workers.
- Ethnic Origin** - A striking proportion of residents (nearly 42%) self-identify as Francophone and the rest self-identify as Anglophone.
- Recent Immigrants** - Relatively few recent immigrants to the trade area and these are predominantly from North America, including Mexico and the United States of America.
- Visible Minorities** - Population comprised of 'traditional' Canadian Ethnic Groups. Only 1% of the population self-identifies as a visible minority.

Foreword

This report was prepared by the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) in partnership with the Centre for the Study of Commercial Activity (CSCA), Ryerson University, for the benefit of Downtown Tilbury Revitalization Committee.

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

Trade area boundaries used in the report were derived from locally collected survey data and as such the Ministry makes no warranty as to the reliability and accuracy of the information. The demographic data provided here is based on 2011 MapInfo and 2006 Statistics Canada Census data and may not reflect more current trends in the area.

The population projections and expenditure estimates reflect a third party methodology (MapInfo Canada). They incorporate explicit economic assumptions about spending behaviour. This methodology is described in Appendix 1. None of the projections or estimates represents 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 community revitalization. Determining the size and demographic characteristics of a community's trade area is a critical component of the analysis. This trade area analysis provides information about local consumer demand and demographic characteristics to:

1. Learn the characteristics and buying habits of consumers in the trade area;
2. Determine the most appropriate consumer groups to target; and,
3. Enable assessment of the types 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 business district reside. Once the size of the trade area is determined, you can estimate the number of potential customers that may patronize your businesses. 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. A trade area's size and shape are influenced by many different factors including: the size or attractiveness of the supply point; the number, location and relative attractiveness of competing stores; accessibility to the store, in terms of ease of travel to the store against physical and man-made barriers that impede access; and, the relative geographical distribution of persons with a profile which is known to be predisposed to patronize this type of market¹. Furthermore, both the size and shape of trade areas are greatly influenced by the distance customers are willing to travel.

1.2 Different Types of Trade Areas

This trade area analysis is based on the community as a whole, and provides a generalized trade area for businesses in the community. 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 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.

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

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

¹ Hernandez, T., Lea, T., and Bermingham, P. (2004). What's In A Trade Area? *Centre for the Study of Commercial Activity*. Toronto: Ryerson University.

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

2.0 Defining Downtown Tilbury's Trade Area

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

A customer origin survey was conducted at retail and service businesses located throughout downtown Tilbury during the winter and spring of 2011, where customers were asked to provide their postal code and their place of residence. A total of 432 responses were analyzed using Geographic Information Systems (GIS)².

Figure 1. Downtown Tilbury Study Area

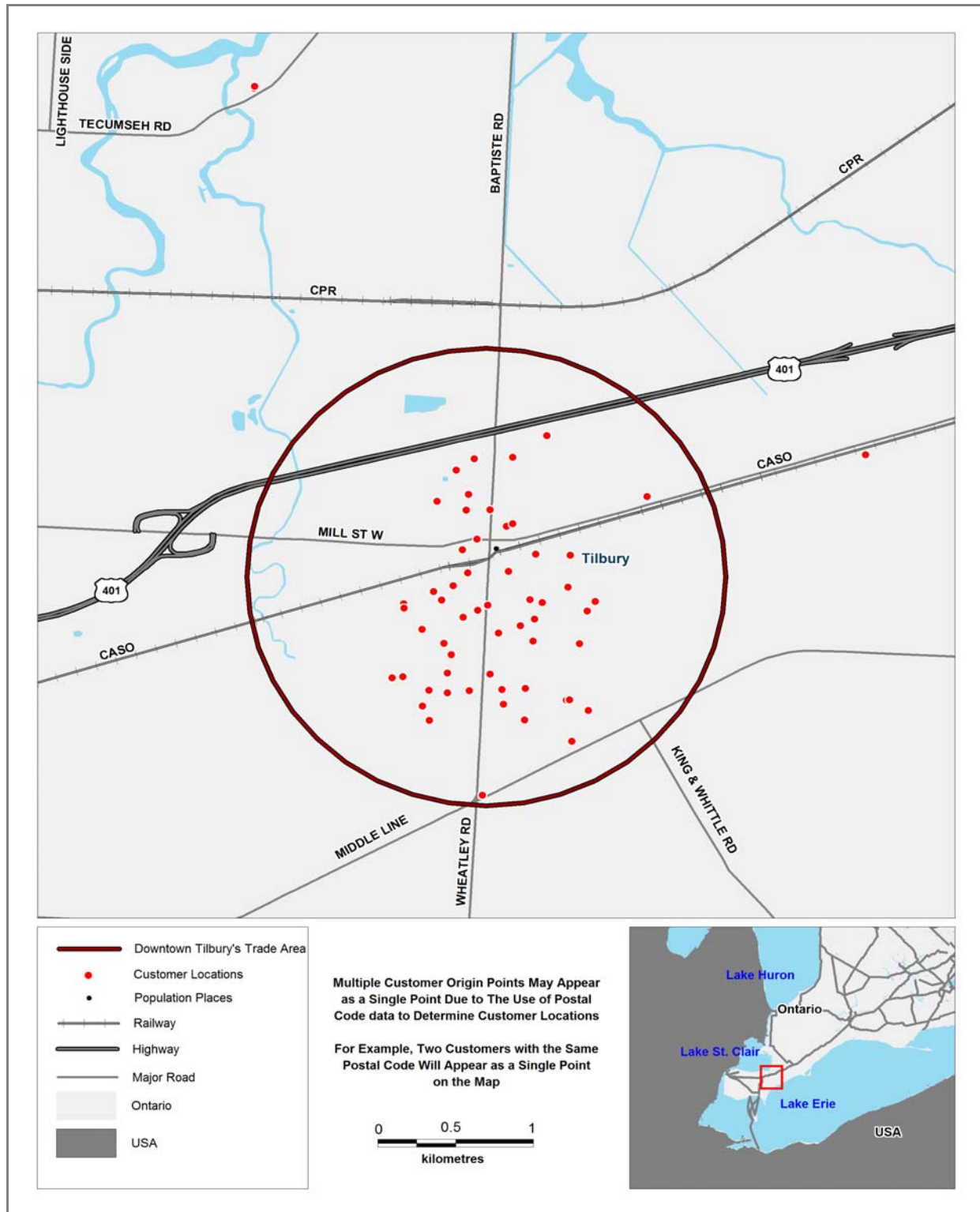


² A description of GIS is available in the Glossary

2.1 Size and Shape of Downtown Tilbury's Trade Area

The trade area for downtown Tilbury was established using the place of residence of the closest 80% of customers. This does not mean that people from outside that boundary never frequent downtown Tilbury but simply that the majority of the customers are likely drawn from this area. The boundary of downtown Tilbury's trade area is presented in the following map (see Figure 2).

Figure 2. Downtown Tilbury's trade area



3.0 Demographic Characteristics of Downtown Tilbury's Trade Area

This section provides key demographic data for downtown Tilbury's trade area. The data and the trends revealed are important as they reflect the potential sales of retail goods and services for downtown Tilbury's trade area. 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 community. Comparing downtown Tilbury's trade area with similar featured municipalities, in this case the upper level municipality – Chatham-Kent, along with the province of Ontario allows demographic “baselines” to be established. These baselines help determine whether your trade area has low, medium, or high levels in a particular demographic category.

3.1 General Population Characteristics of Tilbury

3.1.1 Population

Knowing the population size of downtown Tilbury's trade area is important for estimating consumer demand. Population is defined as all persons living within downtown Tilbury's trade area boundary. The population of downtown Tilbury's trade area in 2006 was 4,845 people. According to population estimates, this area is set to decrease to 4,827 persons (18 persons or -0.4% decline) by 2011.

Table 1. Current Population

Population	Tilbury's Trade Area
2006 Census	4,845
2011 Population estimate	4,827
Land Area, sq. km.	8.0
Persons per sq. km.	606
Dwellings per sq. km.	238

Source: Statistics Canada Adjust Census, 2006 and MapInfo Canada, 2011

3.1.2 Population Projections

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

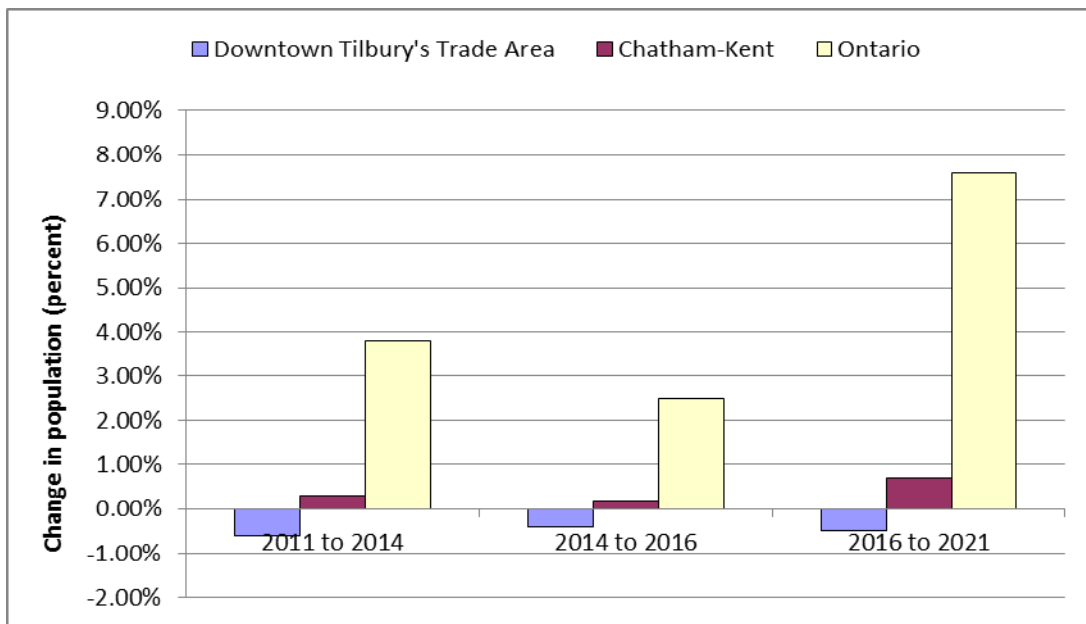
Table 2 and Graph 1 show that by 2014, the population within downtown Tilbury's trade area is projected to decrease by 0.6%. This is the opposite of our two comparators: Chatham-Kent and Ontario, which show growth of 0.3% and 3.8% respectively. Over a 10 year period from 2011 to 2021, the population of downtown Tilbury's trade area is projected to decline nominally (1.5%). On the other hand, Chatham-Kent and Ontario are projected to increase 1.2% and 14.5% respectively in the same period of time. It can be anticipated that the consumer-spending potential in downtown Tilbury's trade area will be affected accordingly due to the decline in residents.

Table 2. Population Projections

2011 Estimates and Projections	Tilbury's Trade Area	Chatham-Kent	Ontario
Total Population			
2011 estimated	4,827	111,204	13,415,750
2014 projected	4,798	111,553	13,931,741
2016 projected	4,777	111,783	14,275,454
2021 projected	4,753	112,536	15,367,190
Change in Population (percent)			
2011 to 2014	-0.60%	0.30%	3.80%
2014 to 2016	-0.40%	0.20%	2.50%
2016 to 2021	-0.50%	0.70%	7.60%
Rate of Change in Population (percent per year)			
2011 to 2014	-0.20%	0.10%	1.30%
2014 to 2016	-0.20%	0.10%	1.20%
2016 to 2021	-0.10%	0.10%	1.50%

*These population projections have been generated by MapInfo Canada, 2011

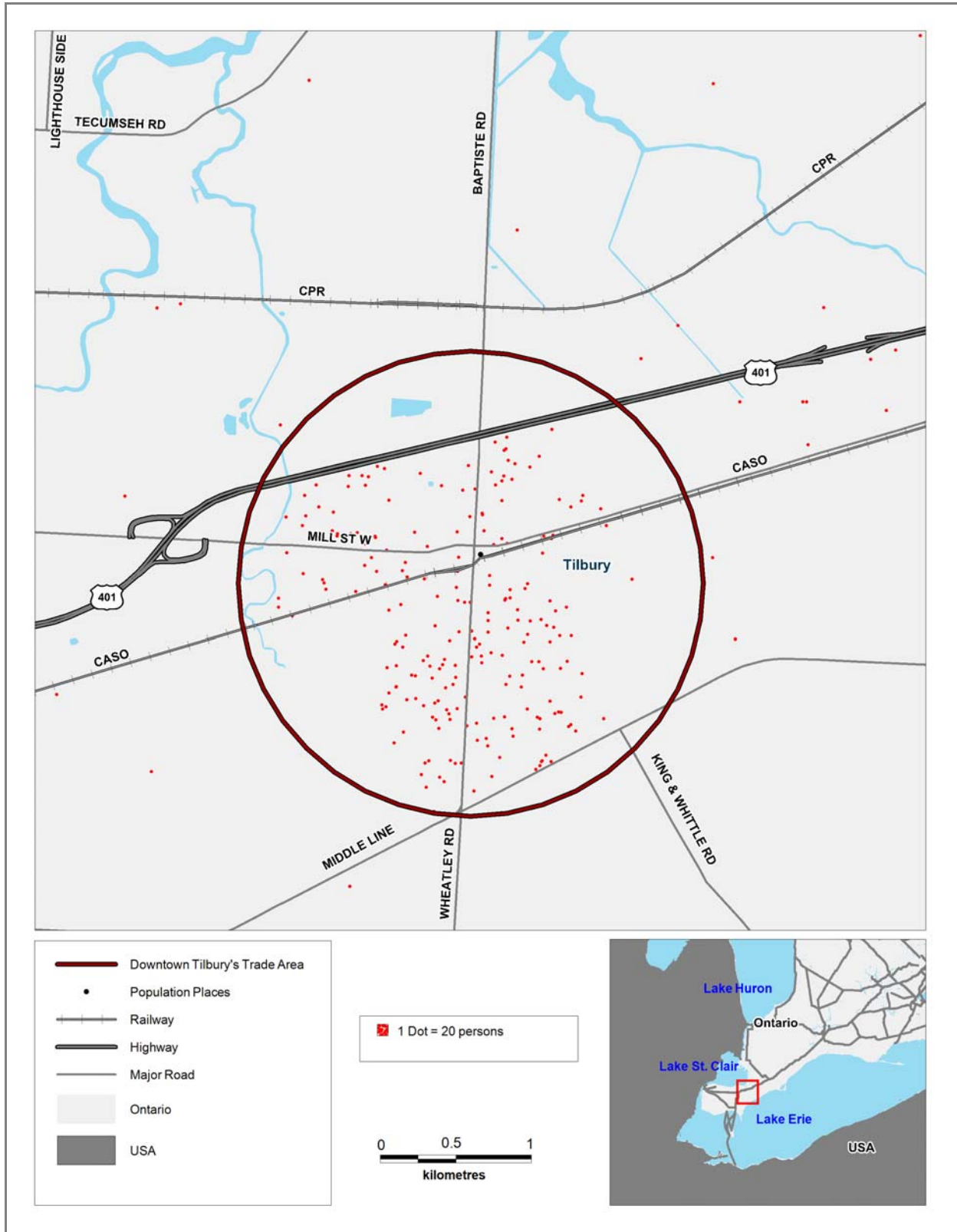
Graph 1. Estimated and Projected Rate of Population Change 2011 to 2021



Source: MapInfo Canada, 2011

Figure 3 is a dot-density map illustrating population density in the downtown Tilbury's trade area, and it is useful for determining where concentrations of people live.

Figure 3. Estimated Population by Dissemination Area 2011



Source: Statistics Canada Adjusted Census, 2006 and MapInfo Canada, 2011

3.1.3 Daytime Population

“Daytime population” is an estimate that includes both people who work in the area and residents living 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 daytime shoppers.

Table 3 shows that for downtown Tilbury’s trade area, the 2011 estimated daytime population was 4,885 people. During the day, there is a roughly 50/50 split between the population working in this area and staying at home in both Tilbury’s trade area and Chatham-Kent. There is a relatively higher proportion of people staying at home in downtown Tilbury’s trade area and Chatham-Kent than the provincial average; although, the difference is not a significant one.

The index value is used to compare variables between markets of different sizes in a relative and proportional manner. This is accomplished by using the Province of Ontario as a 'benchmark', and then comparing the secondary benchmark Chatham-Kent to the downtown Tilbury’s trade area. When examining Ontario as a whole, the demographic data suggests that 53% of the daytime populations are daytime employees. This proportion is then assigned as the benchmark for which to compare other markets to, and is assigned a value of 100. When one examines the Chatham-Kent market, 51% of the daytime populations are daytime employees; thus, since the proportion is lower than the provincial average, it is calculated to have a value of 97. Downtown Tilbury’s trade area has the smallest proportion of daytime employees compared with its benchmark regions, and as such, has a value of 95. The index column is a fast and intuitive way to compare demographic variables between markets of differing size. Any values deviating more than 10 index points in either direction were colour coded (green for values above 110, red for values below 90).

Table 3. Daytime Population

Daytime Population	Tilbury's Trade Area			Chatham-Kent			Ontario		
Total Daytime Population	4,885	%	Index	107,890	%	Index	12,766,144	%	Index
Daytime Employees	2,458	50%	95	55,495	51%	97	6,761,267	53%	100
Daytime Population at home	2,427	50%	105	52,395	49%	103	6,004,877	47%	100
Age 0 to 14 years	904	19%	106	19,202	18%	102	2,215,408	17%	100
Age 15 to 64 years	842	17%	103	16,928	16%	94	2,117,604	17%	100
Age 65 plus years	681	14%	106	16,265	15%	115	1,671,865	13%	100

**This Daytime Population estimate has been generated by MapInfo Canada, 2011*

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 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 which translates into opportunities for business expansion and/or recruitment.

In 2011, the number of households in downtown Tilbury's trade area was 1,929. The number of households within downtown Tilbury's trade area is projected to grow by 1.0% between 2011 and 2021, which is the opposite of the projected decline in the town's population rate (-1.5% as shown in section 3.1.2), over the same time period. This suggests that while the number of households remains stable, the number of people living in them will decrease. This projected growth in households is lower than the rate of Chatham-Kent at 3.3% and Ontario at 18% over the same ten-year period.

Table 4. Households

2011 Estimates and Projections	Tilbury's Trade Area	Chatham-Kent	Ontario
Total Households			
2011 estimated	1,929	45,467	5,130,051
2014 projected	1,933	45,898	5,376,776
2016 projected	1,936	46,202	5,544,391
2021 projected	1,948	46,989	6,053,499
Change in Households			
2011 to 2014	4	431	246,725
2014 to 2016	3	304	167,615
2016 to 2021	12	787	509,108
Change in Households (percent)			
2011 to 2014	0.20%	0.90%	4.80%
2014 to 2016	0.20%	0.70%	3.10%
2016 to 2021	0.60%	1.70%	8.40%

Household estimates and projections have been generated by MapInfo Canada, 2011
Source: Statistics Canada Adjusted Census, 2006, and MapInfo Canada, 2011.

3.1.5 Age

Age is an important demographic factor because the type and level of personal expenditures changes as individuals' 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 Table 5).

Table 5. 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 a community reflecting this demographic trend. 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.

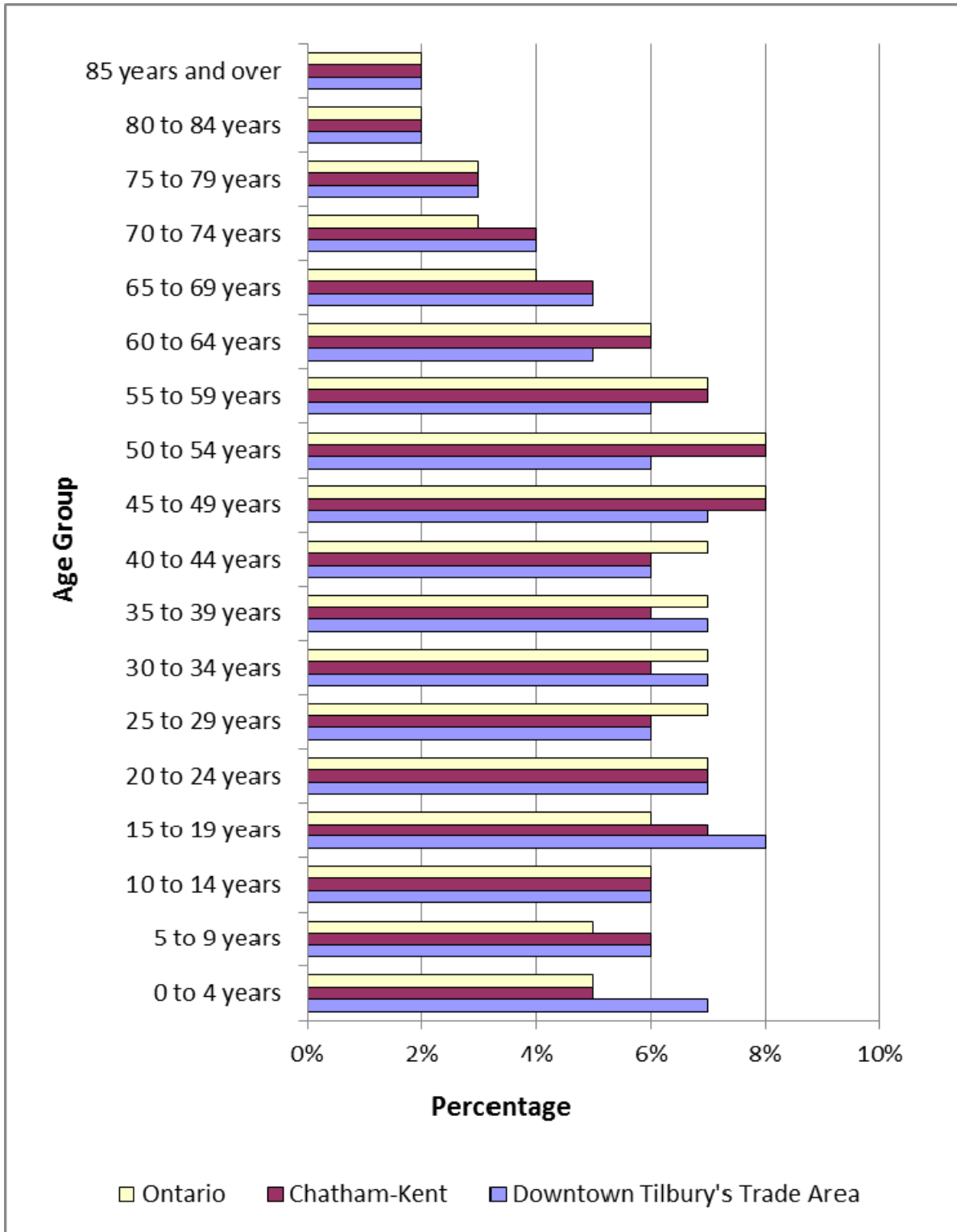
Table 6, Graphs 2 and 3 describe the age distribution in downtown Tilbury's trade area. There are some similarities between downtown Tilbury's trade area and Chatham-Kent as compared to Ontario. Both have an over-representation of senior population aged 65 years and older and younger population under the age of 20. Therefore, downtown Tilbury's trade area can be generally characterized as having higher populations in both of the older and younger age groups with a slightly lower percentage of the middle age group. However, there are some minor differences in the demographic composition of Tilbury's trade area compared to Chatham-Kent. There are a higher percentage of younger persons aged 15 to 19 in Tilbury's trade area and infants aged 0 to 4 years. The segment of the under-represented middle age groups in Tilbury's trade area ranges from 40 to 54 years old compared to 25 to 44 years old in Chatham-Kent. The younger population profile is reflected by the median age of downtown Tilbury's trade area at 37.3 years compared to 41.8 in Chatham-Kent and 39.6 for the province as a whole.

Table 6. Age Distribution

2011 Estimates and Projections	Tilbury's Trade Area			Chatham-Kent			Ontario		
	2011 Estimated Population	4,827	%	Index	111,204	%	Index	13,415,750	%
0 to 4 years	332	7%	128	5,920	5%	99	716,772	5%	100
5 to 9 years	271	6%	102	6,384	6%	105	733,439	5%	100
10 to 14 years	301	6%	109	6,898	6%	108	765,197	6%	100
15 to 19 years	381	8%	122	7,596	7%	105	867,468	6%	100
20 to 24 years	324	7%	95	7,328	7%	93	945,188	7%	100
25 to 29 years	308	6%	91	6,616	6%	85	938,986	7%	100
30 to 34 years	351	7%	107	6,211	6%	82	904,178	7%	100
35 to 39 years	320	7%	96	6,199	6%	81	918,630	7%	100
40 to 44 years	310	6%	88	6,751	6%	83	970,459	7%	100
45 to 49 years	316	7%	79	8,738	8%	95	1,103,748	8%	100
50 to 54 years	294	6%	79	9,316	8%	109	1,024,457	8%	100
55 to 59 years	288	6%	91	7,985	7%	109	877,595	7%	100
60 to 64 years	260	5%	94	6,873	6%	108	763,718	6%	100
65 to 69 years	228	5%	111	5,610	5%	119	567,980	4%	100
70 to 74 years	187	4%	119	4,233	4%	117	434,304	3%	100
75 to 79 years	124	3%	97	3,428	3%	117	353,447	3%	100
80 to 84 years	115	2%	117	2,676	2%	118	272,190	2%	100
85 years and over	117	2%	126	2,442	2%	114	257,994	2%	100
Median Age	37.3		94	41.8		105	39.6		100
Dominant Age Group	15 to 19			50 to 54			45 to 49		

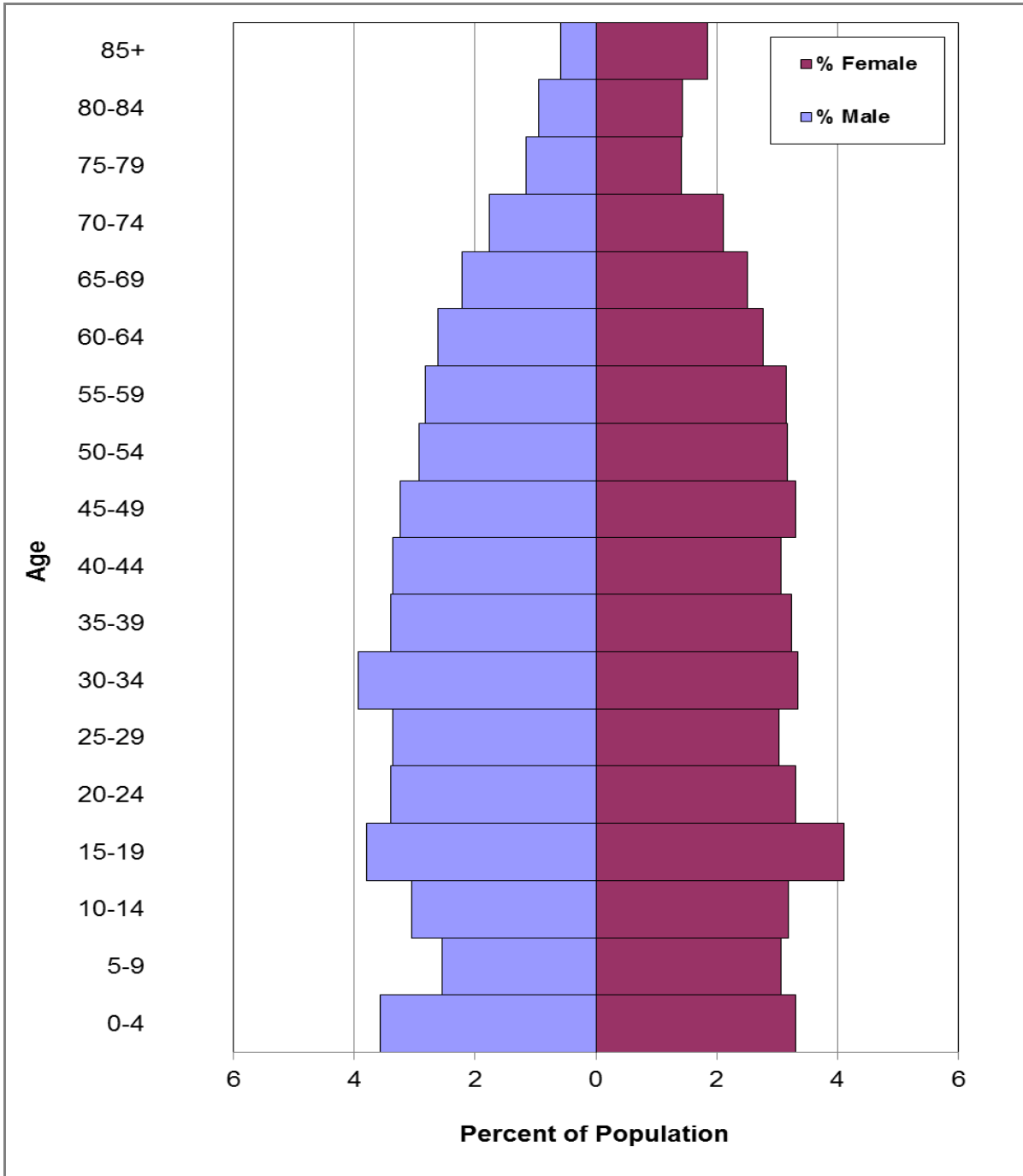
Source: Statistics Canada Adjusted Census, 2006, and MapInfo Canada, 2011.

Graph 2. Age Distribution



Source: Statistics Canada Adjusted Census, 2006, and MapInfo Canada, 2011.

Graph 3. 2011 Estimated Population Pyramid



Source: Statistics Canada Adjusted Census, 2006, and MapInfo Canada, 2011.

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, and ethnicity.

Table 7 and Graph 4 show that the average after-tax household income of downtown Tilbury's trade area at \$51,826 is slightly less than the average of its upper level municipality Chatham-Kent at \$52,562, which is much lower than the provincial average at \$63,441. When looking at the 2011 estimated average household income, there are similarities between downtown Tilbury's trade area and its benchmark Chatham-Kent. They both have a higher proportion of households in low income and lower proportion of households in high income in comparison to the provincial average. The proportion of households with average household income below \$60,000 is 56% in downtown Tilbury's trade area, 55% in Chatham-Kent, and 46% in Ontario. On the other hand, the proportion of households with average household income above \$100,000 is 18% in downtown Tilbury's trade area, 17% in Chatham-Kent, and 26% in Ontario as a whole. Both downtown Tilbury's trade area and Chatham-Kent show a higher proportion of households in the income range between \$20,000 and \$80,000. This may be explained by the large proportion of senior residents who are likely to be retired and on fixed incomes in both Tilbury's trade area and Chatham-Kent.

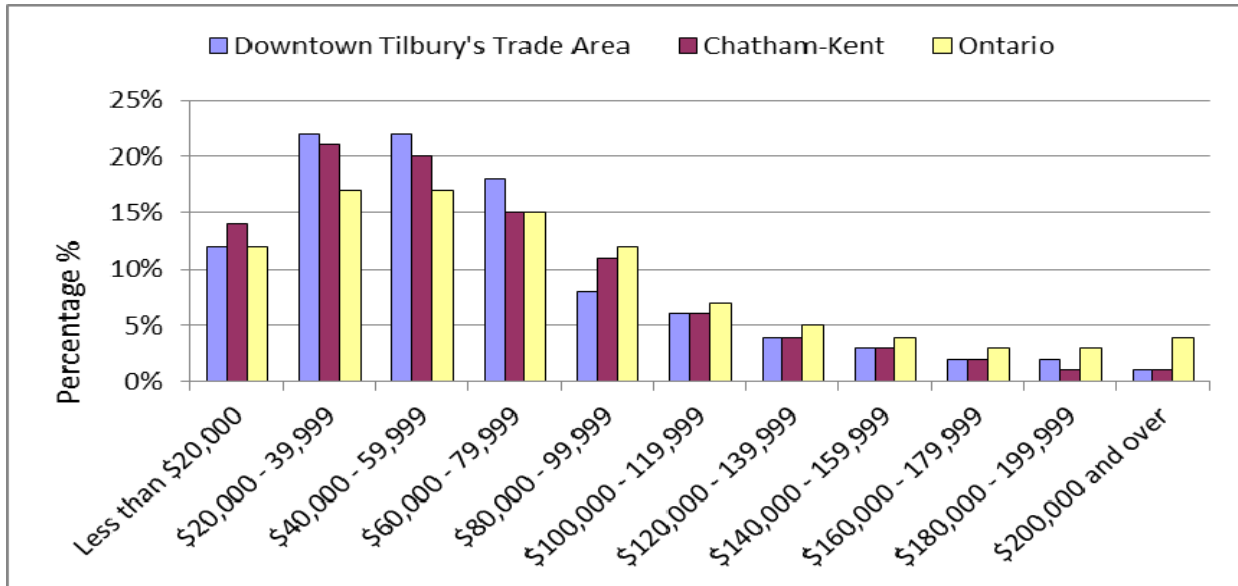
Table 7. Income

Income	Tilbury's Trade Area			Chatham-Kent			Ontario		
		%	Index		%	Index		%	Index
2005 Average after-tax Income	\$27,205		87	\$27,351		88	\$31,011		100
2005 Median after-tax household income	\$45,300		86	\$44,959		86	\$52,183		100
2005 Average after-tax household income	\$51,826		81	\$52,562		82	\$63,441		100
Average household income									
2011 estimated	\$67,562		77	\$67,403		77	\$87,389		100
2014 projected	\$73,263		76	\$72,288		75	\$95,302		100
2016 projected	\$77,126		76	\$75,580		75	\$100,629		100
2011 Estimated Households by Income	1,929			45,467			5,130,051		
Less than \$20,000	239	12%	102	6,532	14%	119	618,974	12%	100
\$20,000 - 39,999	428	22%	130	9,650	21%	124	873,975	17%	100
\$40,000 - 59,999	415	22%	125	9,009	20%	115	879,398	17%	100
\$60,000 - 79,999	352	18%	120	7,036	15%	102	774,903	15%	100
\$80,000 - 99,999	160	8%	67	5,206	11%	92	634,496	12%	100
\$100,000 - 119,999	117	6%	87	2,712	6%	86	354,079	7%	100
\$120,000 - 139,999	72	4%	68	1,983	4%	80	278,698	5%	100
\$140,000 - 159,999	56	3%	72	1,289	3%	70	205,551	4%	100
\$160,000 - 179,999	38	2%	65	804	2%	58	155,362	3%	100
\$180,000 - 199,999	30	2%	52	598	1%	44	151,990	3%	100
\$200,000 and over	22	1%	28	648	1%	36	202,625	4%	100

Source: Statistics Canada Adjusted Census, 2006, and MapInfo Canada, 2011.

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

Graph 4. Income Distribution

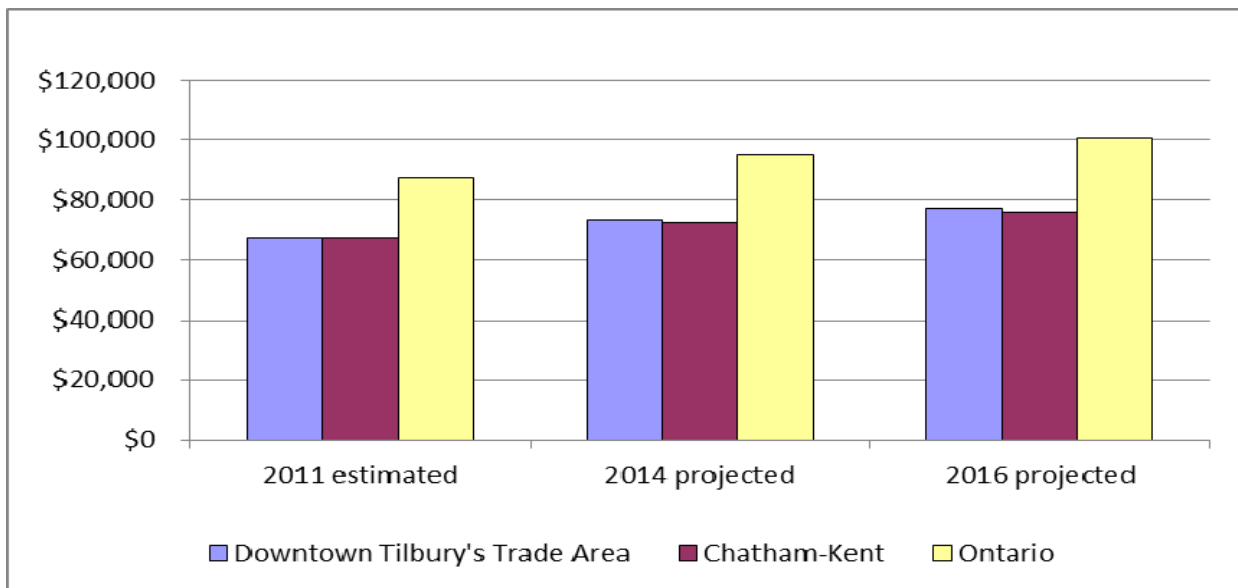


Source: Statistics Canada Adjusted Census, 2006, and MapInfo Canada, 2011.

Graph 5 illustrates the estimated and projected average household income from 2011 to 2016. As one can see, the average household income between downtown Tilbury's trade area and Chatham-Kent is very close to the other over the three projected years. However, they are significantly lower than the provincial average.

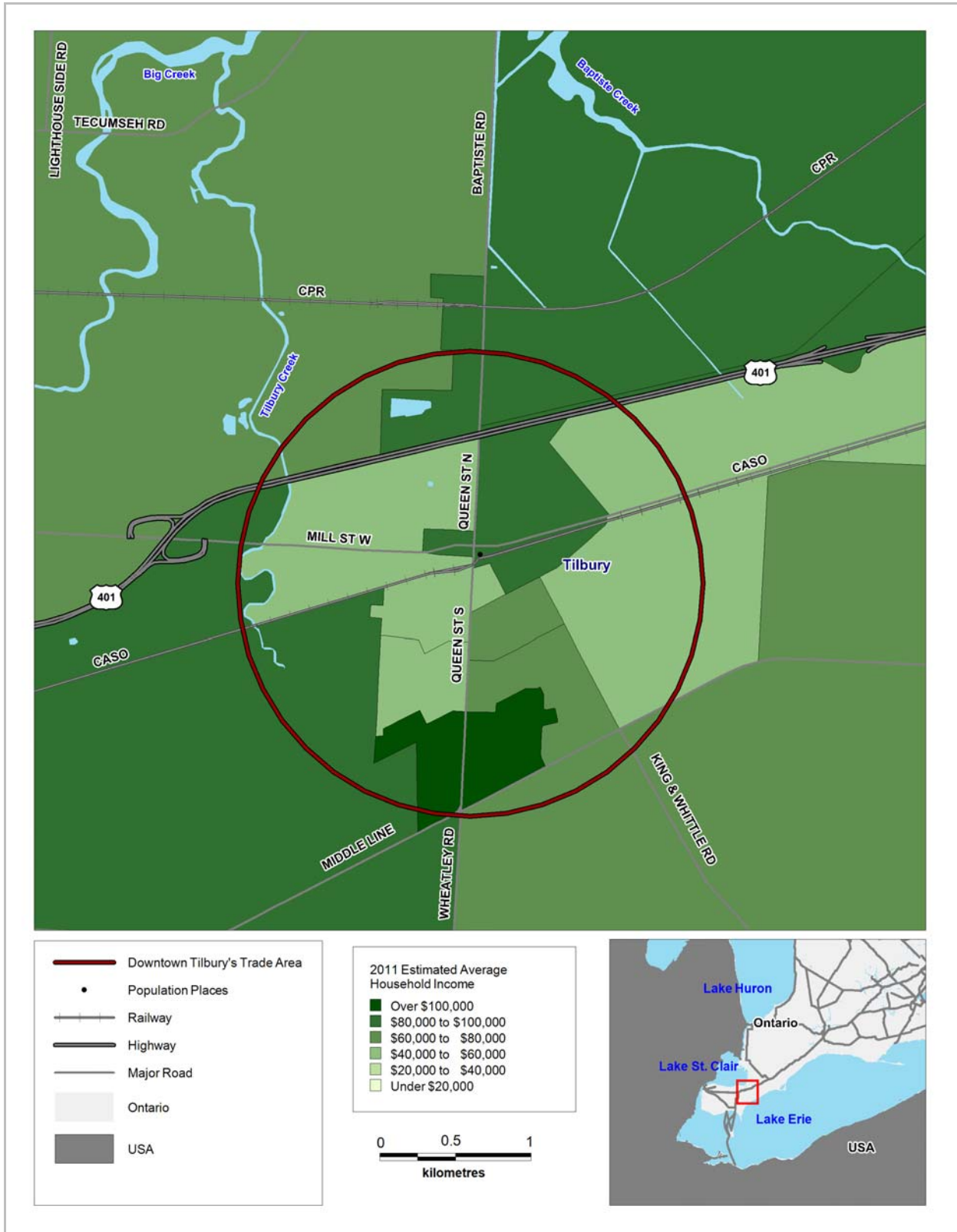
Figure 4 is a geographical representation of household income estimated for 2011. Most areas south of Highway 401 and the two sides of Queen Street in this trade area have average household incomes below \$60,000. However, the average household income in the northeast, above the intersection between Queen Street and the CASO railway is over \$80,000, and in the south before the Middle Line along with Queen Street South it jumps to over \$100,000.

Graph 5. Estimated and Projected Household Income



Source: Statistics Canada Adjusted Census, 2006, and MapInfo Canada, 2011.

Figure 4. 2011 Estimated Average Household Income



Source: Statistics Canada Adjusted Census, 2006, and MapInfo Canada, 2011.

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. Empty-nesting boomers are also more likely to have higher disposable incomes.

Table 8 illustrates the family structure for downtown Tilbury's trade area, which is quite similar in most respects to Chatham-Kent. Married couples account for nearly 70% of the 1,395 census families, while 13% are common law and about 18% are lone-parent families. Of the couples who are married, both Tilbury's trade area and its benchmark Chatham-Kent have a higher proportion of families with no children at home and a lower percentage of families with children at home in comparison to the provincial average rate. This may suggest that Tilbury has a greater proportion of families that are senior couples or possibly younger couples without children at home. Compared with the rest of Ontario, downtown Tilbury's trade area is over represented in terms of common-law couples and lone-parent families. Approximately 62% of all families have at least one child living in the home, and of those children, about 75% are under the age of 18. The rate of children over the age of 24 years old living at home is significantly lower than the provincial average. This may indicate that there are fewer opportunities for young residents who are choosing to relocate to larger urban areas in search of educational and employment opportunities. Forty-seven percent of families in Tilbury's trade area and 51% of families in Chatham-Kent are 2-persons families, whereas this is 45% for Ontario. Only 8% of families in Tilbury's trade area have 5 or more persons while both Chatham-Kent and Ontario are at 10%. This suggests that Tilbury's trade area is very similar to the provincial average in the proportion of small size families, but is significantly under-represented in large size families in comparison to both Chatham-Kent and Ontario.

Table 8. Family Structure

Family Structure and Marital Status	Tilbury's Trade Area			Chatham-Kent			Ontario		
	1,395	%	Index	31,260	%	Index	3,422,320	%	Index
Census families in private households by family structure									
Married couples	965	69%	93	22,760	73%	98	2,530,560	74%	100
With no children at home	450	32%	109	11,065	35%	120	1,008,550	29%	100
With children at home	500	36%	80	11,695	37%	84	1,522,010	44%	100
Common-law couples	180	13%	125	3,765	12%	117	351,045	10%	100
With no children at home	80	6%	93	1,890	6%	98	209,300	6%	100
With children at home	105	8%	181	1,875	6%	144	141,745	4%	100
Lone-parent families	245	18%	111	4,730	15%	95	540,715	16%	100
Male parent	40	3%	98	950	3%	104	99,610	3%	100
Lone Female parent	215	15%	119	3,790	12%	94	441,105	13%	100
Total children at home by age	1,575			33,770			3,977,005		
Under 6 years of age	380	24%	119	7,050	21%	103	800,665	20%	100
6 - 14 years	580	37%	105	12,595	37%	106	1,390,905	35%	100
15 - 17 years	220	14%	112	4,620	14%	110	493,595	12%	100
18 - 24 years	305	19%	92	7,120	21%	101	828,155	21%	100
25 years and over	75	5%	40	2,395	7%	60	463,690	12%	100
Size of families	1,395			31,260			3,422,320		
2 persons	655	47%	104	15,830	51%	112	1,544,385	45%	100
3 persons	315	23%	100	6,295	20%	89	768,690	22%	100
4 persons	300	22%	95	6,050	19%	86	769,210	22%	100
5 or more persons	110	8%	79	3,085	10%	99	340,035	10%	100

Source: Statistics Canada Adjusted Census, 2006.

3.1.8 Housing Tenure and Dwelling Characteristics

"Housing tenure" refers to the number of owner occupied and renter occupied housing units. "Dwelling characteristics" refers to the age and type of housing units. These statistics are valuable in analyzing the

potential for a variety of different products and services. For instance, a higher level of home ownership typically translates into higher expenditures for home furnishings and home equipment. Furthermore, dwelling characteristics such as the age of the dwelling, type of dwelling unit, etc. may point to different levels of demand for home improvement, furniture, appliances, hardware, paint/wallpaper, floor covering, garden centers and other home products and services.

Table 9 shows the Housing Tenure and Dwelling Characteristics for downtown Tilbury's trade area. Home ownership between downtown Tilbury's trade area and Chatham-Kent is comparable in regards to their rate of owned houses being higher and the rate of rented houses being significantly lower than the average rate of Ontario. The houses in both downtown Tilbury's trade area and Chatham-Kent are relatively old. 40% of houses in downtown Tilbury's trade area and 45% of houses in Chatham-Kent were built before 1960, but this number in Ontario is only 30%. On the other hand, only 28% of houses in Tilbury's trade area and 23% of houses in Chatham-Kent were built after 1981 while this is 39% in the whole of Ontario (Although a significantly higher proportion of houses were built in 1971 – 1980 and again in 1996 - 2000 in Tilbury's trade area compared to its benchmark regions). Due to the older age of homes, 29% of homes require minor repairs, which is significantly higher than the rate of benchmarks at around 25%. As would be expected given the rural setting there is an over-representation of single-detached homes and multi-level apartments in both downtown Tilbury's trade area and Chatham-Kent with a higher propensity for owner occupation and comparatively less income being devoted to housing costs. Furthermore, the average value of dwellings in downtown Tilbury's trade area at \$158,763 is significantly lower than the provincial average value at \$297,479, but very comparable to Chatham-Kent at \$156,809.

Table 9. Housing Tenure and Dwelling Characteristics

Housing Tenure and Dwelling Characteristics	Tilbury's Trade Area			Chatham-Kent			Ontario		
		%	Index		%	Index		%	Index
2006 Housing Ownership	1,900			43,705			4,554,250		
Owned	1,435	76%	106	31,910	73%	102	3,235,495	71%	100
Rented	460	24%	84	11,750	27%	93	1,312,295	29%	100
Occupied private dwellings by period of construction	1,900			43,705			4,554,250		
Before 1946	400	21%	141	10,800	25%	166	677,875	15%	100
1946 - 1960	360	19%	125	8,720	20%	131	690,155	15%	100
1961 - 1970	180	9%	67	6,065	14%	98	640,660	14%	100
1971 - 1980	420	22%	129	8,095	19%	108	776,745	17%	100
1981 - 1985	70	4%	49	2,395	5%	73	338,575	7%	100
1986 - 1990	135	7%	78	2,330	5%	59	410,155	9%	100
1991 - 1995	70	4%	57	1,835	4%	65	291,480	6%	100
1996 - 2000	150	8%	115	2,220	5%	74	312,215	7%	100
2001 - 2006	105	6%	60	1,190	3%	29	417,170	9%	100
Dominant period of construction	1971-1980	22%		Before 1946	25%		1971-1980	17%	
Occupied private dwellings by maintenance required	1,900			43,705			4,554,250		
Regular maintenance only	1,225	64%	94	29,285	67%	98	3,092,900	68%	100
Minor repairs	555	29%	114	11,070	25%	99	1,162,105	26%	100
Major repairs	115	6%	91	3,300	8%	114	300,015	7%	100
2006 Type of Housing Units	1,900			43,705			4,554,250		
Single-detached house	1,465	77%	137	33,235	76%	135	2,551,760	56%	100
Semi-detached house	45	2%	41	1,265	3%	50	260,175	6%	100
Row house	135	7%	90	1,480	3%	43	358,500	8%	100
Apartment, duplex	15	1%	22	780	2%	51	158,755	3%	100
Apartment less than 5 storeys	240	13%	117	5,175	12%	109	490,355	11%	100
Highrise Apartment	0	0%		1,530	4%	22	710,790	16%	100
Other single-attached house	5	0%	102	110	0%	97	11,725	0%	100
Movable dwelling	0	0%		130	0%	111	12,200	0%	100
Average value of dwelling	\$158,763			\$156,809			\$297,479		100
Rented Dwellings	460			11,750		100	1,312,295		
Households spending 30 to 99% of household income on gross rent	175	38%	102	4,400	37%	100	487,775	37%	100
Owned Dwellings	1,435			31,910		100	3,235,495		
Households spending 30% to 99% more of household income on major payments	175	12%	68	3,935	12%	69	574,620	18%	100

Source: Statistics Canada Adjusted Census, 2006.

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 15 and over in downtown Tilbury's trade area. Both downtown Tilbury's trade area and Chatham-Kent have a similar educational profile, with an over-representation of people with less than high school and an under-representation of people with university education. The difference is worth noting that more than one third of population (37%) in Tilbury's trade area, and nearly one third of population (31%) in Chatham-Kent has not graduated from high school, while this number is only 22% for the province. On the other hand, another major difference is the percentage of people who graduate from university - only 6% in Tilbury's trade area, 11% in Chatham-Kent, while this is 25% for the province of Ontario.

Table 10. Educational Attainment

Educational Attainment	Tilbury's Trade Area			Chatham-Kent			Ontario		
		%	Index		%	Index		%	Index
Total Population 15 years and over by Educational Attainment	3,770			87,325			9,819,420		
Less than high school	1,380	37%	164	26,795	31%	137	2,183,630	22%	100
High school graduate	1,160	31%	114	25,510	29%	109	2,628,570	27%	100
Trades certificate	270	7%	89	7,565	9%	108	785,110	8%	100
College (with diploma)	690	18%	99	17,800	20%	110	1,804,775	18%	100
University (with bachelor's or higher)	215	6%	23	9,640	11%	44	2,417,325	25%	100

Source: Statistics Canada Adjusted Census, 2006.

3.1.10 Employment

Employment rates are another strong indicator of the spending power of residents, as well as their probable preferences for particular goods and services. To decide where to locate a store, retailers may consider employment rates in order to understand if their product offerings are sensitive to the potential consumers within the market. If the market has large proportion of individuals who are unemployed then it may be more suitable for second hand or thrift type stores to penetrate that market. High-end apparel type retailers may not find a strong enough demand to sustain their business.

Table 11 presents the breakdown of the employment activity within downtown Tilbury's trade area. It should be noted that this distribution reflects workers living within the trade area and not necessarily commuting to the Tilbury area.

Downtown Tilbury's trade area shows a significantly higher proportion of people (6%) who are unemployed in the labour force than its benchmark Ontario (4%). Consistently, the unemployment rate is 9.4% in downtown Tilbury's trade area, 7.2% in Chatham-Kent, and 6.4% in Ontario. This indicates that downtown Tilbury's trade area has a higher unemployment rate than the municipality of Chatham-Kent and the provincial average. Similar to the low level of education attainment, the low cost of housing may potentially be attracting people who are unemployed into the downtown.

Table 11. Employment

Employment	Tilbury's Trade Area			Chatham-Kent			Ontario		
		%	Index		%	Index		%	Index
Population 15 years and over by Labour Force Activity	3,765			87,330			9,819,420		
In the labour force	2,400	64%	95	57,425	66%	98	6,587,580	67%	100
Employed	2,170	58%	91	53,295	61%	97	6,164,245	63%	100
Unemployed	225	6%	138	4,135	5%	109	423,330	4%	100
Not in the labour force	1,370	36%	110	29,900	34%	104	3,231,840	33%	100
Participation rate	63.70%		95	65.80%		98	67.10%		100
Unemployment rate	9.40%		145	7.20%		112	6.40%		100
Employment-population ratio	57.60%		91	61.00%		97	62.80%		100

Source: Statistics Canada Adjusted Census, 2006.

3.1.11 Occupations

Many retailers use the concentration of white or blue-collar workers as another gauge of a market's set of preferences. Specialty apparel stores thrive on middle to upper income areas and above average white-collar employment. 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. Please refer to Appendix 3 for a breakdown of occupations and their classifications.

Table 12 shows the occupational breakdown of residents in downtown Tilbury's trade area. There are similarities between downtown Tilbury's trade area and Chatham-Kent. Both areas have over-represented people in blue collar jobs and under-represented people in white collar in comparison to Ontario. However, downtown Tilbury's trade area has the highest proportion of population in blue collar jobs and the lowest proportion of population in white collar compared to its benchmark regions.

Table 12. Occupations

Occupations	Tilbury's Trade Area			Chatham-Kent			Ontario		
		%	Index		%	Index		%	Index
All occupations	2,355			56,715			6,473,730		
White Collar	410	17%	50	13,005	23%	66	2,261,500	34%	100
Grey Collar	815	34%	91	21,290	37%	98	2,487,030	38%	100
Blue Collar	1,045	44%	187	21,215	37%	158	1,539,950	23%	100
Occupation - Not applicable	30	1%	73	715	1%	72	113,845	2%	100

Source: Statistics Canada Adjusted Census, 2006.

3.1.12 Ethnic Origin

The ethnic origin of potential customers in a trade area affects the relative demand for different types of goods and services. Therefore, knowing the ethnicity of an area is important when choosing the merchandise to be carried. Correct assortments, fashion orientation, food, advertising media, and product selection are all influenced by ethnicity.

Table 13 shows that the composition of ethnic origin of downtown Tilbury's trade area is different from Chatham-Kent and the rest of Ontario. There are a striking proportion of residents with Francophone origin (42%) in comparison to Chatham-Kent (22%) and Ontario (11%). Although population with Anglo-Saxon origin is still greater than that of Francophone origin, Tilbury is a designated French language service area under Ontario's French Language Services Act.

Table 13. Top Five Ethnic Origins

Ethnic Origin	Tilbury's Trade Area		Chatham-Kent		Ontario	
		%		%		%
Total Population by Ethnic Origin	4,730		107,145		12,028,900	
Top 5 Ethnic Origins	Canadian	44%	Canadian	35%	English	25%
	French	42%	English	33%	Canadian	23%
	English	31%	French	22%	Scottish	17%
	German	18%	Scottish	20%	Irish	17%
	Scottish	17%	Irish	19%	French	11%

Source: Statistics Canada Adjusted Census, 2006.

3.1.13 Recent Immigrants by Place of Birth

Cultural diversity is a feature of many communities across Canada and immigration is an important component of both population and economic growth.

Table 14 shows the unique composition of recent immigrants in downtown Tilbury's trade area, Chatham-Kent, and Ontario. In downtown Tilbury's trade area, there have been very few recent immigrants to the trade area. Top original places for recent immigrants are Mexico (41%), United States of America (24%), India (12%), and United Kingdom (12%). This indicates that 65% of recently immigrants to this trade area are from the countries within North America. In Chatham-Kent, the original

places for recent immigrants are also dominated by countries from North America: 31% from Mexico and 11% from the United States of America. At the provincial level, the top original places of recent immigrants are India (15%), China (13%), and Pakistan (8%).

Table 14. Recent Immigrants by Place of Birth

Recent Immigration Place of Birth	Tilbury's Trade Area		Chatham-Kent		Ontario	
		%		%		%
Total Recent Immigrants by Selected Places of Birth	35		1,025		580,740	
Top 5 Recent Immigrant Places of Birth	Mexico	41%	Mexico	31%	India	15%
	United States of America	24%	All other places of birth	12%	All other places of birth	15%
	India	12%	United States of America	11%	China	13%
	United Kingdom	12%	Korea, South	9%	Pakistan	8%
	All other places of birth	12%	China	6%	Philippines	6%

Source: Statistics Canada Adjusted Census, 2006.

3.1.14 Visible Minorities

Visible minority is a term used to classify a person who is visibly not one of the majority races in a given population. In Canada, there are a high proportion of people identified as visible minority. Due to its huge demand, knowing the ethnic background, preference is critical when targeting customer groups, developing different types of goods and services, and opening different types of stores, such as supermarkets.

As previously illustrated in Table 13, downtown Tilbury's trade area is fairly homogeneous in terms of ethnicity and visible minorities. Table 15 shows that one quarter of the provincial population are visible minorities (23%), whereas the population in downtown Tilbury's trade area and Chatham-Kent are comprised of what one could call 'traditional' Canadian ethnic groups. Traditional ethnic groups are generally categorized by predominantly British and French heritage. A mere 1% of all people living in the downtown Tilbury's trade area are considered visible minorities, but of the 65 or so that do live there, nearly half (43%) are Chinese, 29% South Asian, and 14% Black. Similarly, only 4% of people in Chatham-Kent are visible minority, 48% of them are South Asian, 13% Chinese, and 5% Black. This illustrates a different picture from that of Table 14 due to it only reporting on immigrants who have arrived in Canada within the last 5 years. It is possible that those minority groups had immigrated to Canada at some time prior to that.

Table 15. Visible Minorities

Visible minorities	Tilbury's Trade Area			Chatham-Kent			Ontario		
		%	Index		%	Index		%	Index
Total Population	4,730			107,145			12,028,895		
Visible minorities	65	1%	6	4,555	4%	18	2,745,205	23%	100
Top 3 visible minorities									
Chinese	30	43%	9	610	13%	8	794,170	30%	100
South Asian	20	29%	10	2,195	48%	52	473,760	18%	100
Black	10	14%	4	220	5%	4	576,980	22%	100

Source: Statistics Canada Adjusted Census, 2006.

4.0 Household Expenditure Estimates

This section presents estimates of the expenditures of trade area residents by particular products and services. Household spending on goods and services are key indicators in estimating 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 community trade area.

This dataset can be used:

- To estimate total expenditure for a good or service in the trade area.
- To compare local supply against market demand.
- As a reference in conjunction with a business's 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. The household expenditure estimates includes a colour-coded index which standardizes the comparison between the values found in the trade area, and those of the benchmark regions. Indexing allows for a comparison between regions of different size by comparing proportions relative to the population of each region instead of absolute values. The index system is color-coded using the following criteria: index above 110 = green (high), index between 110 and 90 = black (normal), index below 90 = red (low). 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.

4.1 Canadian Expenditure Potential Categories (2011)

- *Food*
- *Shelter*
- *Household Operation*
- *Household Furnishings*
- *Household Equipment*
- *Clothing*
- *Transportation*
- *Health Care*
- *Personal Care*
- *Recreation*
- *Reading Materials and Education*
- *Alcohol and Tobacco*

**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.*

4.1.1 Expenditure Potential Summary

2011 CanEx - Expenditures Summary	Tilbury's Trade Area			Chatham-Kent			Ontario		
	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index
Total expenditure	\$127,882,319	\$66,295		\$3,006,329,309	\$66,121		\$418,117,902,454	\$81,504	
Total current consumption	\$91,450,320	\$47,408	101	\$2,195,293,891	\$48,283	103	\$294,758,511,768	\$57,457	100
Food	\$14,617,628	\$7,578	109	\$341,375,135	\$7,508	108	\$43,562,848,418	\$8,492	100
Shelter	\$24,992,758	\$12,956	101	\$557,012,759	\$12,251	95	\$80,843,618,948	\$15,759	100
Household operation	\$6,273,695	\$3,252	108	\$150,656,036	\$3,314	110	\$18,940,464,707	\$3,692	100
Household furnishings and equipment	\$3,681,703	\$1,909	95	\$98,010,555	\$2,156	108	\$12,579,650,691	\$2,452	100
Clothing	\$5,395,869	\$2,797	102	\$124,677,838	\$2,742	100	\$17,237,085,239	\$3,360	100
Transportation	\$15,812,691	\$8,197	94	\$413,187,252	\$9,088	104	\$54,746,944,771	\$10,672	100
Health care	\$2,650,713	\$1,374	95	\$73,912,247	\$1,626	113	\$9,053,414,633	\$1,765	100
Personal care	\$2,249,567	\$1,166	106	\$51,014,587	\$1,122	103	\$6,874,587,402	\$1,340	100
Recreation	\$7,374,802	\$3,823	95	\$186,049,417	\$4,092	103	\$25,119,570,649	\$4,897	100
Reading materials and other printed matter	\$610,953	\$317	102	\$15,032,228	\$331	107	\$1,946,761,464	\$379	100
Education	\$1,725,997	\$895	72	\$41,703,722	\$917	74	\$7,735,272,682	\$1,508	100
Tobacco products and alcoholic beverages	\$3,322,794	\$1,723	133	\$76,714,173	\$1,687	131	\$8,120,159,507	\$1,583	100

Source: MapInfo Canada, 2011.

4.1.2 Food

2011 CanEx - Expenditures Food	Tilbury's Trade Area			Chatham-Kent			Ontario		
	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index
Food	\$14,617,628	\$7,578		\$341,375,135	\$7,508		\$341,375,135	\$8,492	
Food purchased from stores	\$11,659,835	\$6,044	104	\$269,458,841	\$5,926	103	\$269,458,841	\$6,475	100
Locally and on day trips	\$11,507,661	\$5,966	105	\$264,389,314	\$5,815	103	\$264,389,314	\$6,362	100
While on trips overnight or longer	\$152,173	\$79	78	\$5,069,518	\$111	111	\$5,069,518	\$113	100
Board paid to private households	\$68,998	\$36	96	\$1,484,918	\$33	88	\$1,484,918	\$42	100
Day board and children's lunches	\$42,510	\$22	155	\$736,329	\$16	115	\$736,329	\$16	100
While on trips overnight or longer	\$26,488	\$14	59	\$748,606	\$16	72	\$748,606	\$26	100
Food purchased from restaurants	\$2,888,795	\$1,498	84	\$70,431,360	\$1,549	88	\$70,431,360	\$1,975	100

Source: MapInfo Canada, 2011.

4.1.3 Shelter

2011 CanEx - Expenditures Shelter	Tilbury's Trade Area			Chatham-Kent			Ontario		
	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index
Shelter	\$24,992,758	\$12,956		\$557,012,759	\$12,251		\$80,843,618,948	\$15,759	
Principal accommodation	\$23,888,043	\$12,384	83	\$526,358,412	\$11,577	77	\$76,486,399,480	\$14,909	100
Rented living quarters	\$6,066,544	\$3,145		\$115,109,914	\$2,532		\$17,705,468,658	\$3,451	
Rent	\$5,955,988	\$3,088	100	\$112,262,485	\$2,469	99	\$17,366,201,230	\$3,385	100
Tenants' maintenance, repairs and alterations	\$42,212	\$22	89	\$1,457,992	\$32	163	\$137,259,505	\$27	100
Tenants' insurance premiums	\$68,345	\$35	98	\$1,389,431	\$31	105	\$202,007,845	\$39	100
Owned living quarters	\$12,859,299	\$6,666		\$296,853,398	\$6,529		\$46,054,956,584	\$8,977	
Regular mortgage payments	\$6,588,556	\$3,416	92	\$157,659,458	\$3,468	96	\$25,458,153,794	\$4,963	100
Maintenance, repairs and replacements	\$1,533,255	\$795	130	\$35,721,539	\$786	132	\$4,195,724,975	\$818	100
Condominium charges	\$167,685	\$87	63	\$3,226,066	\$71	52	\$951,942,338	\$186	100
Property taxes	\$2,908,688	\$1,508	102	\$64,731,159	\$1,424	98	\$10,195,463,161	\$1,987	100
Homeowners' insurance premiums	\$800,606	\$415	128	\$19,540,448	\$430	136	\$2,228,388,680	\$434	100
Other expenditures for owned living quarters	\$860,508	\$446	101	\$15,974,718	\$351	81	\$3,025,283,468	\$590	100
Water, fuel and electricity	\$4,962,199	\$2,572	139	\$114,395,112	\$2,516	139	\$12,725,974,321	\$2,481	100
Other accommodation	\$1,104,716	\$573		\$30,654,341	\$674		\$4,357,219,434	\$849	
Owned vacation home	\$357,269	\$185	113	\$8,075,908	\$178	92	\$1,244,751,148	\$243	100
Traveller accommodation	\$747,447	\$387	94	\$22,578,435	\$497	103	\$3,112,468,206	\$607	100
Hotels and motels	\$569,425	\$295	96	\$16,003,949	\$352	97	\$2,335,437,302	\$455	100
Other accommodation away from home	\$178,022	\$92	90	\$6,574,483	\$145	120	\$777,030,944	\$151	100

Source: MapInfo Canada, 2011.

4.1.4 Household Operation

2011 CanEx - Expenditures House Operation	Tilbury's Trade Area			Chatham-Kent			Ontario		
	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index
Household operation	\$6,273,695	\$3,252		\$150,656,036	\$3,314		\$18,940,464,707	\$3,692	
Communications	\$2,645,094	\$1,371	100	\$62,569,073	\$1,376	98	\$7,947,781,248	\$1,549	100
Telephone	\$1,815,462	\$941	107	\$42,659,773	\$938	105	\$5,089,400,156	\$992	100
Cellular services	\$446,267	\$231	86	\$10,508,807	\$231	85	\$1,552,900,844	\$303	100
Internet services	\$269,805	\$140	85	\$6,399,816	\$141	84	\$954,184,347	\$186	100
Postal and other communication services	\$113,562	\$59	97	\$3,000,672	\$66	107	\$351,295,931	\$68	100
Child care expenses	\$705,329	\$366	99	\$15,531,920	\$342	91	\$2,143,834,463	\$418	100
Child care outside the home	\$541,999	\$281	107	\$11,601,925	\$255	96	\$1,519,027,972	\$296	100
Child care in the home	\$163,330	\$85	78	\$3,929,998	\$86	79	\$624,806,445	\$122	100
Domestic and other custodial services	\$102,641	\$53	29	\$4,200,198	\$92	50	\$1,042,304,902	\$203	100
Pet expenses	\$791,216	\$410	111	\$19,800,218	\$435	116	\$2,139,727,074	\$417	100
Pet food	\$438,026	\$227	126	\$10,719,928	\$236	128	\$1,045,074,222	\$204	100
Purchase of pets	\$16,625	\$9	48	\$967,677	\$21	118	\$102,915,411	\$20	100
Purchase of pet related goods	\$95,718	\$50	121	\$2,115,483	\$47	111	\$237,826,070	\$46	100
Veterinarian and other services	\$240,847	\$125	96	\$5,997,119	\$132	100	\$753,911,408	\$147	100
Household cleaning supplies	\$553,255	\$287	113	\$13,398,958	\$295	114	\$1,475,083,283	\$288	100
Paper, plastic and foil household supplies	\$750,023	\$389	115	\$17,034,232	\$375	109	\$1,955,764,732	\$381	100
Garden supplies and services	\$564,577	\$293	94	\$14,274,432	\$314	99	\$1,796,622,097	\$350	100
Other household supplies	\$161,566	\$84	111	\$3,847,015	\$85	110	\$439,346,898	\$86	100

Source: MapInfo Canada, 2011.

4.1.5 Household Furnishings

2011 CanEx - Expenditures Household furnishings	Tilbury's Trade Area			Chatham-Kent			Ontario		
	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index
Household furnishings	\$1,753,851	\$909		\$46,931,419	\$1,032		\$6,536,210,231	\$1,274	
Furniture	\$1,234,946	\$640	104	\$33,257,168	\$731	105	\$4,392,353,417	\$856	100
Rugs, mats and underpadding	\$70,408	\$36	100	\$1,552,086	\$34	82	\$261,011,905	\$51	100
Window coverings and household textiles	\$267,161	\$138	88	\$7,558,497	\$166	93	\$1,124,184,796	\$219	100
Art, antiques and decorative ware	\$181,337	\$94	89	\$4,563,673	\$100	83	\$758,660,242	\$148	100
Works of art, carvings and vases	\$71,784	\$37	70	\$1,883,353	\$41	69	\$377,447,216	\$74	100
Antiques	\$34,069	\$18	110	\$918,290	\$20	111	\$114,644,818	\$22	100
Glass mirrors, and mirror and picture frames	\$75,486	\$39	105	\$1,762,052	\$39	92	\$266,568,391	\$52	100

Source: MapInfo Canada, 2011.

4.1.6 Household Equipment

2011 CanEx - Expenditures Household Equipment	Tilbury's Trade Area			Chatham-Kent			Ontario		
	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index
Household equipment	\$1,641,967	\$851		\$44,529,179	\$979		\$5,073,816,823	\$989	
Household appliances	\$742,597	\$385	99	\$18,997,199	\$418	93	\$2,303,627,637	\$449	100
Room air conditioners, portable humidifiers and dehumidifiers	\$28,837	\$15	114	\$699,071	\$15	102	\$77,988,704	\$15	100
Refrigerators and freezers	\$132,023	\$68	79	\$3,804,386	\$84	84	\$514,707,222	\$100	100
Cooking stoves and ranges	\$116,388	\$60	128	\$2,846,856	\$63	115	\$280,951,524	\$55	100
Microwave and convection ovens	\$12,884	\$7	39	\$551,703	\$12	62	\$100,549,395	\$20	100
Gas barbecues	\$41,708	\$22	87	\$1,235,929	\$27	95	\$147,774,871	\$29	100
Small electric food preparation appliances	\$79,727	\$41	101	\$1,778,410	\$39	83	\$243,336,918	\$47	100
Washers and dryers	\$158,807	\$82	127	\$3,200,700	\$70	94	\$384,883,384	\$75	100
Vacuum cleaners and other rug cleaning equipment	\$55,240	\$29	84	\$2,056,176	\$45	116	\$201,810,364	\$39	100
Portable dishwashers	\$13,227	\$7	79	\$337,317	\$7	74	\$51,433,897	\$10	100
Sewing machines	\$30,155	\$16	97	\$746,638	\$16	89	\$95,352,906	\$19	100
Other electric equipment and appliances	\$44,130	\$23	123	\$943,097	\$21	97	\$110,437,316	\$22	100
Attachments and parts for major appliances	\$29,471	\$15	96	\$796,934	\$18	96	\$94,400,955	\$18	100
Home and workshop tools and equipment	\$257,985	\$134	126	\$7,589,553	\$167	136	\$632,075,701	\$123	100
Power tools and equipment	\$162,687	\$84	131	\$4,696,723	\$103	139	\$382,690,721	\$75	100
Other tools	\$95,298	\$49	118	\$2,892,815	\$64	132	\$249,384,996	\$49	100
Lawn, garden and snow-removal tools and equipment	\$240,052	\$124	104	\$7,635,450	\$168	122	\$707,582,513	\$138	100
Power lawn mowers and garden equipment	\$111,731	\$58	96	\$4,268,885	\$94	136	\$356,775,119	\$70	100
Snow-blowers	\$63,899	\$33	132	\$1,615,029	\$36	123	\$148,810,216	\$29	100
Other lawn, garden and snow removal tools and equipment	\$64,420	\$33	98	\$1,751,543	\$39	98	\$201,997,102	\$39	100
Lamps and lampshades	\$41,074	\$21	79	\$940,722	\$21	66	\$160,162,600	\$31	100
Non-electric kitchen and cooking equipment	\$93,891	\$49	98	\$2,289,693	\$50	88	\$295,207,023	\$58	100
Tableware, flatware and knives	\$31,247	\$16	60	\$781,763	\$17	56	\$158,565,999	\$31	100
Non-electric cleaning equipment	\$68,122	\$35	101	\$1,721,664	\$38	94	\$208,183,455	\$41	100
Luggage	\$33,174	\$17	64	\$966,211	\$21	69	\$158,360,968	\$31	100
Home security equipment	\$15,940	\$8	68	\$452,554	\$10	71	\$72,399,013	\$14	100
Other household equipment, parts and accessories	\$117,884	\$61	96	\$3,154,371	\$69	95	\$377,651,767	\$74	100
Maintenance and repairs of furniture and equipment	\$125,152	\$65		\$3,519,797	\$77		\$501,972,527	\$98	
Furniture, carpeting and household textiles	\$63,779	\$33	86	\$1,858,337	\$41	90	\$294,209,225	\$57	100
Major household appliances	\$33,730	\$17	106	\$842,865	\$19	94	\$127,554,638	\$25	100
Other maintenance and repairs of furniture and equipment	\$27,640	\$14	138	\$818,596	\$18	145	\$80,208,729	\$16	100
Services related to furnishings and equipment	\$160,734	\$83		\$3,030,149	\$67		\$467,651,131	\$91	

Source: MapInfo Canada, 2011.

4.1.7 Clothing

2011 CanEx - Expenditures Clothing	Tilbury's Trade Area			Chatham-Kent			Ontario		
	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household		Total Expenditure	Expenditure per Household	Index
Clothing	\$5,395,869	\$2,797		\$124,677,838	\$2,742		\$17,237,085,239	\$3,360	
Women's and Girls' wear (4 years and over)	\$2,785,678	\$1,444	101	\$62,149,982	\$1,367	97	\$8,797,538,172	\$1,715	100
Clothing	\$1,490,995	\$773	90	\$35,103,153	\$772	92	\$5,246,391,830	\$1,023	100
Footwear	\$469,133	\$243	106	\$9,950,841	\$219	98	\$1,402,481,466	\$273	100
Accessories	\$93,617	\$49	96	\$2,037,379	\$45	90	\$310,104,369	\$60	100
Jewellery and watches	\$363,584	\$188	127	\$7,371,517	\$162	111	\$913,683,465	\$178	100
Clothing gifts to non-household members	\$368,352	\$191	127	\$7,687,103	\$169	114	\$924,877,021	\$180	100
Men's and Boys' wear (4 years and over)	\$2,022,756	\$1,049	100	\$48,888,647	\$1,075	105	\$6,415,383,604	\$1,251	100
Clothing	\$1,193,929	\$619	97	\$29,106,916	\$640	103	\$3,906,336,730	\$761	100
Footwear	\$368,593	\$191	97	\$9,321,755	\$205	106	\$1,207,082,802	\$235	100
Accessories	\$62,760	\$33	86	\$1,711,494	\$38	102	\$231,320,157	\$45	100
Jewellery and watches	\$80,180	\$42	77	\$2,493,552	\$55	104	\$329,672,666	\$64	100
Clothing gifts to non-household members	\$317,298	\$164	136	\$6,254,952	\$138	116	\$740,971,233	\$144	100
Children's wear (under 4 years)	\$217,420	\$113	115	\$4,586,934	\$101	105	\$599,885,498	\$117	100
Clothing and cloth diapers	\$64,447	\$33	99	\$1,473,330	\$32	98	\$206,745,569	\$40	100
Footwear	\$8,929	\$5	74	\$203,645	\$4	73	\$38,465,938	\$7	100
Clothing gifts to non-household members	\$144,043	\$75	129	\$2,909,953	\$64	113	\$354,673,933	\$69	100
Clothing material, notions and services	\$370,014	\$192	82	\$9,052,277	\$199	87	\$1,424,277,868	\$278	100
Clothing material (excluding household textiles)	\$53,593	\$28	134	\$1,360,778	\$30	148	\$127,093,405	\$25	100
Notions	\$34,962	\$18	112	\$1,049,218	\$23	145	\$99,380,938	\$19	100
Yarn (except for craft yarn)	\$17,481	\$9	141	\$484,478	\$11	169	\$39,502,645	\$8	100
Thread and other notions	\$17,481	\$9	93	\$564,736	\$12	130	\$59,878,279	\$12	100
Services	\$281,458	\$146	75	\$6,642,280	\$146	76	\$1,197,803,489	\$233	100
Dressmaking, tailoring, clothing storage and other	\$18,208	\$9	81	\$381,213	\$8	74	\$71,135,367	\$14	100
Laundry and dry-cleaning service	\$111,871	\$58	59	\$2,717,520	\$60	62	\$604,253,767	\$118	100
Laundromats and self-service dry cleaning	\$123,413	\$64	104	\$2,637,855	\$58	96	\$377,621,317	\$74	100
Maintenance, repair and alteration	\$27,967	\$14	61	\$905,684	\$20	86	\$144,793,021	\$28	100

Source: MapInfo Canada, 2011.

4.1.8 Transportation

2011 CanEx - Expenditures Transportation	Tilbury's Trade Area			Chatham-Kent			Ontario		
	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index
Transportation	\$15,812,691	\$8,197		\$413,187,252	\$9,088		\$54,746,944,771	\$10,672	
Private transportation	\$14,691,747	\$7,616	102	\$386,913,884	\$8,510	103	\$49,578,259,320	\$9,664	100
Purchase of automobiles and trucks	\$5,288,524	\$2,742	93	\$152,391,321	\$3,352	102	\$19,614,586,968	\$3,823	100
Automobiles	\$3,646,008	\$1,890	103	\$91,258,177	\$2,007	99	\$12,143,772,464	\$2,367	100
Trucks (including vans)	\$1,951,756	\$1,012	77	\$70,487,046	\$1,550	107	\$8,679,363,596	\$1,692	100
Separate sale of automobiles and trucks	(\$309,240)	(\$160)	88	(\$9,353,900)	(\$206)	102	(\$1,208,548,736)	(\$236)	100
Purchase of automotive accessories	\$95,793	\$50	135	\$2,013,057	\$44	109	\$244,116,240	\$48	100
Rented and leased automobiles and trucks	\$834,026	\$432	65	\$25,920,356	\$570	77	\$4,409,626,644	\$860	100
Rented automobiles & trucks	\$137,664	\$71	95	\$3,004,382	\$66	79	\$499,425,657	\$97	100
Automobiles	\$111,959	\$58	100	\$2,188,491	\$48	75	\$384,364,810	\$75	100
Rental fees (including insurance and mileage)	\$86,284	\$45	93	\$1,763,331	\$39	73	\$319,014,167	\$62	100
Gas and other fuels	\$25,675	\$13	146	\$425,157	\$9	92	\$60,607,382	\$12	100
Other expenses for rented automobiles	\$0	\$0		\$0	\$0		\$4,743,248	\$1	100
Trucks (including vans)	\$25,704	\$13	77	\$815,896	\$18	93	\$115,060,859	\$22	100
Rental fees (including insurance and mileage)	\$17,457	\$9	71	\$527,649	\$12	83	\$84,113,660	\$16	100
Gas and other fuels	\$8,247	\$4	99	\$270,820	\$6	124	\$28,763,949	\$6	100
Other expenses for rented trucks	\$0	\$0		\$17,413	\$0	105	\$2,183,252	\$0	100
Leasing fees for automobiles and trucks	\$696,363	\$361	61	\$22,915,962	\$504	77	\$3,910,200,920	\$762	100
Regular leasing fees for automobiles and trucks	\$557,562	\$289	56	\$19,582,808	\$431	76	\$3,404,101,279	\$664	100
Other leasing fees for automobiles and trucks	\$138,802	\$72	94	\$3,333,172	\$73	87	\$506,099,714	\$99	100
Operation of owned and leased automobiles and trucks	\$8,473,404	\$4,393	115	\$206,589,154	\$4,544	108	\$25,309,929,311	\$4,934	100
Gasoline and other fuels	\$3,657,141	\$1,896	117	\$93,155,107	\$2,049	114	\$10,741,892,279	\$2,094	100
Tires, batteries, and other automotive parts and supplies	\$573,248	\$297	147	\$13,904,421	\$306	137	\$1,344,660,578	\$262	100
Maintenance and repair	\$1,164,745	\$604	112	\$28,704,996	\$631	106	\$3,570,913,432	\$696	100
Garage rent and parking	\$96,469	\$50	60	\$2,263,619	\$50	54	\$548,385,829	\$107	100
At dwelling (not included in rent)	\$13,006	\$7	66	\$275,664	\$6	54	\$67,276,308	\$13	100
Parking away from home	\$83,465	\$43	60	\$1,987,966	\$44	54	\$481,109,468	\$94	100
Driving lessons	\$77,365	\$40	191	\$1,645,223	\$36	155	\$140,132,546	\$27	100
Drivers' licences and tests	\$64,319	\$33	120	\$1,501,444	\$33	107	\$185,160,390	\$36	100
Private and public vehicle insurance premiums	\$2,407,994	\$1,248	115	\$53,809,832	\$1,183	98	\$7,243,755,504	\$1,412	100
Registration fees (incl. insurance if applicable)	\$330,260	\$171	93	\$9,616,325	\$212	104	\$1,219,371,331	\$238	100
Other automobile and truck operation services	\$101,864	\$53	111	\$1,988,188	\$44	83	\$315,657,528	\$62	100
Public transportation	\$1,120,944	\$581	75	\$26,273,363	\$578	67	\$5,168,685,118	\$1,008	100
City or commuter bus, subway, street car and train	\$393,584	\$204	100	\$5,226,965	\$115	50	\$1,362,485,785	\$266	100
Taxi	\$91,334	\$47	93	\$2,411,454	\$53	94	\$339,731,299	\$66	100
Airplane	\$487,059	\$252	61	\$14,134,657	\$311	68	\$2,720,279,025	\$530	100
Train	\$16,086	\$8	51	\$370,539	\$8	45	\$107,734,779	\$21	100
Highway bus	\$42,097	\$22	130	\$882,429	\$19	104	\$112,077,085	\$22	100
Household moving, storage and delivery services	\$42,790	\$22	56	\$1,258,575	\$28	63	\$262,831,803	\$51	100

Source: MapInfo Canada, 2011.

4.1.9 Health Care

2011 CanEx - Expenditures Health care	Tilbury's Trade Area			Chatham-Kent			Ontario		
	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index
Health care	\$2,650,713	\$1,374		\$73,912,247	\$1,626		\$9,053,414,633	\$1,765	
Direct costs to household	\$2,040,340	\$1,058	107	\$54,188,902	\$1,192	102	\$6,458,357,558	\$1,259	100
Health care supplies	\$97,946	\$51	175	\$1,684,531	\$37	107	\$191,080,510	\$37	100
Medicinal and pharmaceutical products	\$861,111	\$446	123	\$22,842,092	\$502	117	\$2,389,367,474	\$466	100
Prescribed	\$496,352	\$257	127	\$12,889,265	\$283	118	\$1,332,599,601	\$260	100
Other medicines and pharmaceutical products	\$364,756	\$189	117	\$9,952,822	\$219	115	\$1,056,767,914	\$206	100
Physicians' care	\$16,026	\$8	63	\$580,536	\$13	83	\$85,662,684	\$17	100
Other health care practitioners	\$137,264	\$71	85	\$4,270,763	\$94	95	\$549,990,787	\$107	100
Eye-care goods and services	\$302,752	\$157	102	\$7,946,658	\$175	96	\$1,005,865,926	\$196	100
Prescription eye wear	\$232,777	\$121	103	\$5,949,330	\$131	94	\$768,250,209	\$150	100
Prescription eyeglasses	\$205,032	\$106	107	\$5,175,801	\$114	97	\$649,771,575	\$127	100
Prescription contact lenses	\$27,745	\$14	79	\$773,521	\$17	79	\$118,478,647	\$23	100
Other eye care goods	\$38,441	\$20	99	\$929,053	\$20	86	\$132,221,613	\$26	100
Eye care services (e.g., surgery, exams)	\$31,534	\$16	102	\$1,068,279	\$23	124	\$105,394,219	\$21	100
Dental services	\$568,958	\$295	97	\$14,814,425	\$326	90	\$1,995,560,360	\$389	100
Hospital care	\$16,026	\$8	104	\$612,415	\$13	143	\$52,139,043	\$10	100
Other medical services	\$40,255	\$21	72	\$1,437,490	\$32	93	\$188,691,015	\$37	100
Health insurance premiums	\$610,374	\$316	80	\$19,723,362	\$434	93	\$2,595,057,074	\$506	100
Public hospital, medical and drug plans	\$89,821	\$47	44	\$4,685,673	\$103	83	\$686,925,434	\$134	100
Private health insurance plans	\$520,554	\$270	93	\$15,037,693	\$331	96	\$1,908,131,731	\$372	100
Private health care plans (benefit/drug plans)	\$366,127	\$190	110	\$9,736,608	\$214	105	\$1,134,114,345	\$221	100
Dental plans	\$49,815	\$26	86	\$1,405,711	\$31	87	\$196,387,406	\$38	100
Accident and disability insurance	\$104,610	\$54	61	\$3,895,377	\$86	82	\$577,629,890	\$113	100

Source: MapInfo Canada, 2011.

4.1.10 Personal Care

2011 CanEx - Expenditures Personal care	Tilbury's Trade Area			Chatham-Kent			Ontario		
	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index
Personal care	\$2,249,567	\$1,166		\$51,014,587	\$1,122		\$6,874,587,402	\$1,340	
Personal care supplies and equipment	\$1,407,453	\$730	107	\$31,526,152	\$693	105	\$4,012,437,844	\$782	100
Personal care preparations	\$1,124,315	\$583	104	\$25,506,059	\$561	104	\$3,296,841,828	\$643	100
Hair care products	\$326,867	\$169	112	\$7,442,154	\$164	113	\$885,861,541	\$173	100
Makeup, skin care and manicure products	\$227,823	\$118	94	\$5,099,832	\$112	92	\$740,145,277	\$144	100
Fragrance products	\$161,838	\$84	92	\$3,738,224	\$82	93	\$536,781,151	\$105	100
Personal deodorants and soaps	\$249,394	\$129	111	\$5,662,946	\$125	112	\$680,999,656	\$133	100
Oral hygiene products	\$158,392	\$82	106	\$3,562,904	\$78	105	\$453,054,294	\$88	100
Disposable diapers	\$107,340	\$56	123	\$2,184,746	\$48	110	\$266,436,996	\$52	100
Electric hair-styling and personal care appliances	\$43,797	\$23	109	\$912,017	\$20	100	\$121,885,048	\$24	100
Other personal care supplies and equipment	\$131,998	\$68	123	\$2,923,322	\$64	120	\$327,273,905	\$64	100
Personal care services	\$842,115	\$437	89	\$19,488,442	\$429	91	\$2,862,149,370	\$558	100
Hair grooming	\$759,030	\$393	92	\$17,377,151	\$382	93	\$2,507,868,055	\$489	100
Other personal services	\$83,086	\$43	71	\$2,111,291	\$46	80	\$354,281,324	\$69	100

Source: MapInfo Canada, 2011.

4.1.11 Recreation

2011 CanEx - Expenditures Recreation	Tilbury's Trade Area			Chatham-Kent			Ontario		
	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index
Recreation	\$7,374,802	\$3,823		\$186,049,417	\$4,092		\$25,119,570,649	\$4,897	
Recreation equipment and associated services	\$2,242,352	\$1,162	106	\$58,134,433	\$1,279	109	\$7,175,723,316	\$1,399	100
Sports and athletic equipment	\$329,642	\$171	105	\$9,031,192	\$199	115	\$1,059,829,646	\$207	100
Playground equipment, above-ground pools and accessories	\$43,307	\$22	113	\$1,533,640	\$34	159	\$129,834,212	\$25	100
Toys and children's vehicles	\$276,927	\$144	135	\$6,684,604	\$147	129	\$697,876,569	\$136	100
Electronic games and parts	\$100,486	\$52	104	\$2,769,147	\$61	114	\$326,291,391	\$64	100
Video game rental	\$24,884	\$13	107	\$631,114	\$14	107	\$78,974,827	\$15	100
Artists' materials, handicraft, hobby craft kits and materials	\$92,456	\$48	109	\$2,383,501	\$52	111	\$287,441,772	\$56	100
Computer equipment and supplies	\$742,050	\$385	95	\$18,582,652	\$409	95	\$2,640,139,308	\$515	100
Computer hardware	\$594,279	\$308	99	\$14,550,880	\$320	96	\$2,032,669,536	\$396	100
New	\$548,568	\$284	98	\$13,550,018	\$298	96	\$1,891,391,197	\$369	100
Used	\$45,710	\$24	110	\$1,000,854	\$22	95	\$141,278,282	\$28	100
Computer software	\$54,452	\$28	74	\$1,488,632	\$33	80	\$249,553,568	\$49	100
Computer supplies and other equipment	\$93,317	\$48	88	\$2,543,147	\$56	95	\$357,916,217	\$70	100
Photographic goods and services	\$377,780	\$196	109	\$9,026,670	\$199	103	\$1,173,929,829	\$229	100
Cameras and accessories	\$99,158	\$51	96	\$2,485,666	\$55	95	\$349,978,957	\$68	100
Films and processing	\$224,501	\$116	129	\$4,954,510	\$109	113	\$591,729,305	\$115	100
Photographers and other photographic services	\$54,121	\$28	79	\$1,586,502	\$35	92	\$232,221,658	\$45	100
Musical instruments, parts and accessories	\$117,013	\$61	140	\$1,844,996	\$41	87	\$283,706,987	\$55	100
Collectors' items (e.g., stamps, coins)	\$25,545	\$13	84	\$1,860,612	\$41	244	\$102,545,359	\$20	100
Camping, picnic equipment and accessories (excluding BBQs)	\$57,151	\$30	107	\$1,721,396	\$38	128	\$180,332,727	\$35	100
Supplies and parts for recreational equipment	\$46,366	\$24	111	\$1,537,151	\$34	146	\$141,253,276	\$28	100
Rental, maintenance and repairs of equipment	\$8,738	\$5	40	\$527,744	\$12	96	\$73,567,221	\$14	100

Source: MapInfo Canada, 2011.

4.1.12 Recreation Vehicles

2011 CanEx - Expenditures Recreation Vehicles	Tilbury's Trade Area			Chatham-Kent			Ontario		
	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index
Recreation vehicles and associated services	\$1,031,973	\$535		\$29,824,812	\$656		\$4,103,048,632	\$800	
Purchase of recreation vehicles	\$519,204	\$269	86	\$16,221,935	\$357	93	\$2,391,658,238	\$466	100
Bicycles, parts and accessories	\$98,119	\$51	82	\$2,333,973	\$51	67	\$474,355,952	\$92	100
Other recreational vehicles and outboard motors	\$421,086	\$218	87	\$13,887,950	\$305	99	\$1,917,303,374	\$374	100
Travel trailers	\$53,668	\$28	73	\$2,391,139	\$53	113	\$290,602,486	\$57	100
Tent trailers	\$6,085	\$3	44	\$644,929	\$14	162	\$54,507,794	\$11	100
Motorcycles	\$65,526	\$34	78	\$2,240,345	\$49	93	\$330,106,597	\$64	100
Snowmobiles	\$87,025	\$45	96	\$3,305,147	\$73	126	\$358,581,371	\$70	100
Motor homes	\$3,581	\$2	63	\$255,579	\$6	157	\$22,383,755	\$4	100
Truck campers	\$1,195	\$1	55	\$148,147	\$3	239	\$8,519,311	\$2	100
Boats	\$93,727	\$49	95	\$1,502,996	\$33	53	\$389,445,995	\$76	100
Outboard motors and personal watercraft	\$17,941	\$9	91	\$340,100	\$7	60	\$77,683,548	\$15	100
Other recreation vehicle purchases	\$92,338	\$48	95	\$3,059,572	\$67	109	\$385,472,351	\$75	100
Operation of recreational vehicles	\$512,768	\$266	119	\$13,602,778	\$299	109	\$1,711,312,755	\$334	100
Bicycle maintenance and repairs	\$12,773	\$7	98	\$313,857	\$7	83	\$51,641,534	\$10	100
Expenses for rented and leased recreational vehicles	\$29,522	\$15	139	\$896,998	\$20	147	\$83,944,191	\$16	100
Gasoline and other fuels	\$99,438	\$52	102	\$3,600,877	\$79	128	\$385,828,898	\$75	100
Supplies and parts	\$122,435	\$63	152	\$2,593,826	\$57	111	\$320,110,798	\$62	100
Maintenance and repair jobs	\$54,488	\$28	100	\$1,681,448	\$37	107	\$214,530,002	\$42	100
Insurance premiums	\$82,314	\$43	90	\$2,574,816	\$57	97	\$362,716,135	\$71	100
Registration fees and licences	\$21,707	\$11	148	\$494,747	\$11	117	\$58,121,053	\$11	100
Other expenses for operation of recreational vehicles	\$90,090	\$47	152	\$1,446,202	\$32	84	\$234,420,160	\$46	100

Source: MapInfo Canada, 2011.

4.1.13 Recreation Services

2011 CanEx - Expenditures Recreation Services	Tilbury's Trade Area			Chatham-Kent			Ontario		
	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index
Recreation services	\$2,924,958	\$1,516		\$69,086,657	\$1,519		\$10,009,583,608	\$1,951	
Entertainment	\$1,590,885	\$825	117	\$35,712,002	\$785	112	\$4,616,048,834	\$900	100
Movie theatres	\$208,985	\$108	96	\$4,579,034	\$101	89	\$740,275,220	\$144	100
Live sports events	\$63,539	\$33	74	\$1,649,464	\$36	82	\$289,938,922	\$57	100
Live performing arts	\$137,062	\$71	85	\$3,459,037	\$76	91	\$546,595,319	\$107	100
Admission to museums and other activities	\$92,523	\$48	122	\$2,268,940	\$50	127	\$257,474,963	\$50	100
Rental of cablevision and satellite services	\$1,088,776	\$564	133	\$23,755,533	\$522	123	\$2,781,764,463	\$542	100
Rental of cablevision services	\$870,670	\$451	130	\$16,658,901	\$366	105	\$2,289,542,838	\$446	100
Rental of satellite services	\$218,108	\$113	151	\$7,096,637	\$156	208	\$492,221,647	\$96	100
Use of recreation facilities	\$766,867	\$398	91	\$18,556,954	\$408	93	\$2,871,572,331	\$560	100
Membership and single usage fees	\$670,607	\$348	90	\$16,364,420	\$360	93	\$2,538,785,210	\$495	100
Golfing	\$195,231	\$101	73	\$5,467,391	\$120	87	\$905,462,948	\$177	100
Bowling	\$57,216	\$30	168	\$1,176,740	\$26	146	\$116,284,179	\$23	100
Skiing/Snowboarding	\$51,040	\$26	75	\$1,184,979	\$26	74	\$230,278,997	\$45	100
Health clubs and recreation associations	\$179,343	\$93	90	\$3,601,786	\$79	76	\$678,467,982	\$132	100
Other sports activities	\$187,775	\$97	105	\$4,933,507	\$109	117	\$608,291,132	\$119	100
Video, pinball and carnival games	\$16,586	\$9	70	\$579,294	\$13	103	\$81,013,218	\$16	100
Children's camps	\$79,671	\$41	108	\$1,613,238	\$35	92	\$251,773,840	\$49	100
Package travel tours	\$531,253	\$275	75	\$13,711,608	\$302	82	\$2,413,980,958	\$471	100
Other recreational services	\$35,955	\$19	113	\$1,106,082	\$24	148	\$107,981,561	\$21	100

Source: MapInfo Canada, 2011.

4.1.14 Home Entertainment

2011 CanEx - Expenditures Home Entertainment	Tilbury's Trade Area			Chatham-Kent			Ontario		
	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index
Home entertainment equipment and services	\$1,175,519	\$609	81	\$29,003,516	\$638	85	\$3,831,215,024	\$747	100
Equipment	\$940,264	\$487	99	\$23,464,006	\$516	100	\$3,077,107,265	\$600	100
Audio (e.g., radio, CD players, speakers)	\$214,702	\$111	108	\$4,934,172	\$109	101	\$645,191,367	\$126	100
Portable	\$85,216	\$44	135	\$1,918,058	\$42	123	\$205,110,160	\$40	100
Non-portable	\$129,485	\$67	95	\$3,016,109	\$66	90	\$440,081,127	\$86	100
Pre-recorded audio and video cassette tapes/CDs/DVDs	\$308,574	\$160	98	\$7,726,828	\$170	100	\$1,018,499,556	\$199	100
Pre-recorded audio cassette tapes and CDs	\$199,063	\$103	97	\$5,035,863	\$111	100	\$663,639,758	\$129	100
Pre-recorded video cassette tapes and DVDs	\$109,510	\$57	100	\$2,690,959	\$59	100	\$354,859,751	\$69	100
Blank audio and video tapes	\$25,409	\$13	102	\$651,029	\$14	106	\$80,846,139	\$16	100
Blank audio cassette tapes	\$12,705	\$7	122	\$292,044	\$6	114	\$33,819,570	\$7	100
Blank video cassette tapes	\$12,705	\$7	88	\$358,994	\$8	100	\$47,026,631	\$9	100
Televisions, VCRs, camcorders and other television components	\$346,795	\$180	94	\$8,798,622	\$194	97	\$1,196,431,927	\$233	100
Other home entertainment equipment	\$44,784	\$23	107	\$1,353,363	\$30	131	\$136,138,297	\$27	100
Services	\$235,256	\$122	101	\$5,539,513	\$122	97	\$754,107,808	\$147	100
Rental of videotapes and DVDs	\$215,692	\$112	104	\$4,928,533	\$108	97	\$670,340,926	\$131	100
Rental of video cassette tapes	\$196,334	\$102	111	\$4,423,332	\$97	102	\$572,484,196	\$112	100
Rental of DVDs	\$19,357	\$10	64	\$505,203	\$11	68	\$97,856,699	\$19	100
Rental of home entertainment equipment and other services	\$3,690	\$2	85	\$155,767	\$3	145	\$14,133,772	\$3	100
Maintenance and repair of home entertainment equipment	\$15,873	\$8	74	\$455,206	\$10	86	\$69,633,122	\$14	100

Source: MapInfo Canada, 2011.

4.1.15 Reading Materials and Education

2011 CanEx - Expenditures Reading materials and other printed matter	Tilbury's Trade Area			Chatham-Kent			Ontario		
	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index
Reading materials and other printed matter	\$610,953	\$317		\$15,032,228	\$331		\$1,946,761,464	\$379	
Newspapers	\$269,249	\$140	98	\$5,782,196	\$127	90	\$724,555,260	\$141	100
Magazines and periodicals	\$117,656	\$61	76	\$3,306,706	\$73	91	\$406,826,117	\$79	100
Books and pamphlets (excluding school books)	\$186,437	\$97	71	\$4,982,897	\$110	81	\$692,574,644	\$135	100
Maps, sheet music and other printed matter	\$18,509	\$10	87	\$397,780	\$9	80	\$55,941,093	\$11	100
Services related to reading materials	\$19,101	\$10	75	\$562,647	\$12	94	\$66,864,567	\$13	100
Education	\$1,725,997	\$895		\$41,703,722	\$917		\$7,735,272,682	\$1,508	
Supplies	\$107,375	\$56	75	\$2,684,336	\$59	79	\$378,905,142	\$74	100
Kindergarten, nursery, elementary and secondary	\$52,498	\$27	72	\$1,552,994	\$34	91	\$191,848,026	\$37	100
Post-secondary	\$54,878	\$28	78	\$1,131,344	\$25	68	\$187,056,983	\$36	100
Textbooks	\$184,043	\$95	66	\$4,106,058	\$90	62	\$740,096,637	\$144	100
Kindergarten, nursery, elementary and secondary	\$16,688	\$9	65	\$459,367	\$10	76	\$67,330,977	\$13	100
Post-secondary	\$167,358	\$87	66	\$3,646,701	\$80	61	\$672,765,704	\$131	100
Tuition fees	\$1,231,528	\$638	56	\$30,568,898	\$672	59	\$5,821,577,793	\$1,135	100
Kindergarten, nursery, elementary and secondary	\$110,424	\$57	25	\$3,682,071	\$81	36	\$1,133,105,216	\$221	100
Post-secondary	\$1,121,103	\$581	63	\$26,886,834	\$591	64	\$4,688,472,681	\$914	100
Other courses and lessons (excluding driving)	\$188,221	\$98	70	\$3,753,540	\$83	59	\$708,804,461	\$138	100
Other educational services	\$14,828	\$8	45	\$590,879	\$13	77	\$85,888,689	\$17	100

Source: MapInfo Canada, 2011.

4.1.16 Alcohol and Tobacco

2011 CanEx - Expenditures Tobacco products and alcoholic beverages	Tilbury's Trade Area			Chatham-Kent			Ontario		
	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index	Total Expenditure	Expenditure per Household	Index
Tobacco products and alcoholic beverages	\$3,322,794	\$1,723		\$76,714,173	\$1,687		\$8,120,159,507	\$1,583	
Tobacco products and smokers' supplies	\$1,836,774	\$952	128	\$40,223,888	\$885	121	\$3,502,352,275	\$683	100
Cigarettes, cigars and tobacco	\$1,815,082	\$941	128	\$39,601,255	\$871	121	\$3,454,500,219	\$673	100
Matches and other smokers' supplies	\$21,692	\$11	110	\$622,627	\$14	137	\$47,852,099	\$9	100
Alcoholic beverages	\$1,486,020	\$770	78	\$36,490,281	\$803	83	\$4,617,807,309	\$900	100
Served on licensed premises	\$449,015	\$233	64	\$11,899,353	\$262	74	\$1,690,871,582	\$330	100
Purchased from stores	\$982,556	\$509	87	\$23,481,218	\$516	90	\$2,750,059,554	\$536	100
Self-made alcoholic beverages	\$54,449	\$28	75	\$1,109,713	\$24	66	\$176,876,111	\$34	100

Source: MapInfo Canada, 2011.

Appendix 1. Estimates and Projections

Methodology Statement

Population & Households Estimates and Projections 2011 Edition

Methodology Statement

The Pitney Bowes Business Insight demographers, geographers, and statisticians responsible for producing this data update have over 25 years of experience in producing demographic estimates and projections for the U.S. and Canada. The methodologies used to develop and update the Canadian demographic estimates and projections build on this expertise using a combination of traditional demographic techniques as well as innovative processes, which take advantage of proprietary resources.

In the development of the estimates and projections, the base 2006 census population and household counts were adjusted using the Statistics Canada “post-censal” estimates of net under-coverage from the 2006 Census coverage evaluation survey. In doing so, Pitney Bowes Business Insight made adjustments to the 2006 census population (base) to account for the population missed in the 2006 Census. Two variables are included in the database – 2006 “adjusted” population and 2006 “adjusted” households – which show the effects of the undercount adjustment. In fact, these two variables provide the most appropriate base for making assessments of the underlying demographic trend for any geographic area.

The estimation and projection methodology involves a combination of top-down methods (national to census subdivision), using traditional demographic techniques, and bottom-up methods (dissemination area to census subdivision) using demographic techniques along with proprietary spatial modeling techniques. Significant efforts are applied to the task of integrating the latest Statistics Canada data into the Pitney Bowes Business Insight demographic update process. The 2006 census information is used as the benchmark for all of the estimates and projections in this release.

Control totals (top-down estimates and projections) based on an economic-demographic model are provided annually by **Strategic Projections Inc.(SPI)** for total population at the census subdivision (CSD) level and for age and sex distributions at the census division (CD) level. These controls are consistent with the adjustments for undercount in the 2006 Census.

Daytime Population 2011 Edition

Methodology Statement

A “component method” was employed which used the following dissemination area (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 (CanEx) 2011

Methodology Statement

The Canada Expenditure Potential database is developed using Statistics Canada's Survey of Household Spending (SHS) and Pitney Bowes MapInfo 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 standards, 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 statistics reliability due to sample size, and in some cases imputations and substitutions are made to maintain reliability and consistency within the database.

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 community 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

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	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 (low skilled)	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 (low skilled)	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 (low skilled)	Blue Collar