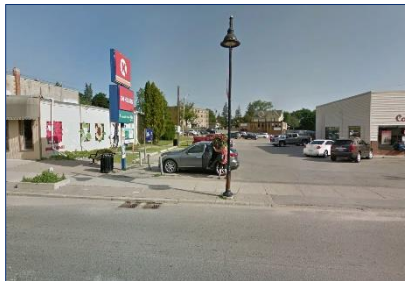




DOWNTOWN REVITALIZATION Market Area Data Report



Building on Yesterday - Planning for Tomorrow

January 2022

Foreword

December 22, 2021

The Ministry of Agriculture, Food and Rural Affairs is pleased to provide the attached Market Data Report for The Town of Uxbridge's trade area. Market data provides communities with information about local market conditions and opportunities so that they can develop effective strategies for community revitalization.

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 2020 MapInfo and 2016 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) and incorporate explicit economic assumptions about spending behaviour. This methodology is described fully by the data provider [here](#). None of the projections or estimates represent 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, such as; business surveys, business inventories, municipal studies, results of community surveys, and discussions with community members.

Communities are urged to consider the information contained herein as foundational information to be used in conjunction with other reports (e.g., business owner and resident surveys) to conduct an analysis of their local market area.

The following pages present a significant amount of data. To some, the volume of information may seem overwhelming. It is important to understand that there are helpful processes that may be used to conduct data analysis. For instance, the DR Coordinators manual provides an outline of an example process (see pages 53-58 starting with "Reviewing Market Analysis"). Additionally, a "Facilitator Tip Sheet" can also be provided (see Resource III-1 Facilitator Tip Sheet.pdf).

Once this and other reports have been summarized, working group members are encouraged to use the report as a basis for creating a more detailed market area analysis report and perhaps other documents and presentations. To enable easy edit/copy/paste functions, the document is in Microsoft Word format, but additional formats can be provided upon request.

If information from this report is reproduced in any way, please acknowledge the participation of the Ministry of Agriculture, Food and Rural Affairs.

Should you have any questions or concerns regarding the report, please contact:

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Executive Summary¹

In August of 2020, the Township of Uxbridge launched a Downtown Revitalization project to develop an action-oriented plan for the future of downtown Uxbridge. The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) provides a four-stage approach to Downtown Revitalization projects being undertaken in the Province of Ontario. Stage two of this process is “Collect Data & Analyze”. A key piece of this stage is the Customer Origin Survey. The Customer Origin Survey took place on the streets of downtown Uxbridge over the course of 8 days in September of 2021. Staff and volunteers were tasked with stopping patrons walking through downtown Uxbridge to collect data related to their home postal code, the reason for their visit to downtown Uxbridge and what they would like to see added or changed in the downtown. A total of 587 surveys were completed. A separate report that compiles the data from these interviews is available.

Upon completion of these surveys, all data was sent to OMAFRA for analysis. Postal code data allowed OMAFRA to determine a geographic radius that represents approximately 70% of downtown Uxbridge’s consumer base. This is referred to as the “Uxbridge Trade Area”. This area includes the Township of Uxbridge, much of the Township of Scugog (Port Perry), a portion of Whitchurch-Stouffville, and surrounding hamlets/rural areas (see page 15 for map). This report analyzes the demographics and household expenditures of this trade area in detail. This information is available to assist businesses and decision-makers better understand the unique economic opportunities that may exist in downtown Uxbridge. A market threshold analysis is also performed to help users better understand what types of businesses have the potential to be supported in the Uxbridge Trade Area given its population and current number of similar businesses.

Market Area Data Report

Demographics

1. Population

- The population of the Uxbridge Trade Area was 89,860 at the time of the 2016 census.
- The 2020 population estimate for the Uxbridge Trade Area was about 96,146.
- Knowing total size of the trade area by population is an important consideration in estimating total consumer demand.

2. Population Projections

- Population growth in the Uxbridge Trade Area is expected to grow to about 122,833 by 2030. This represents a 28% growth from the 2020 population estimate.
- Aligning closely with the Region of Durham, the rate of population growth in the Uxbridge Trade Area is expected to outpace that of the Province of Ontario over the next decade.
- Anticipated population growth may indicate the potential for future business expansion and/or business recruitment, on the basis of an expanding market area.

¹ The executive report was prepared by:

- Glen Macfarlane, Rural Economic Development Specialist, Invest Durham
- Judith Risebrough, Project Manager, Uxbridge Downtown Revitalization Project

3. Daytime Population

- The total daytime population of the Uxbridge Trade area (workers, retirees, stay-at-home parents, etc.) is about 70,322.
- Approximately 41% of Uxbridge's daytime population is comprised of daytime employees compared to 47% in Durham Region.
- This means that 59% of Uxbridge's daytime population stays at home, which is 6% higher than the 53% in Durham Region.
- Based on statistics, a high daytime population may point to a greater potential for restaurants, bars, financial institutions, dry cleaners, florists, coffee shops, business supply stores, retailers, and specialty stores catering to daytime shoppers.

4. Age

- Using Ontario as a benchmark (index = 100), the Uxbridge Trade Area has a significantly lower proportion of residents aged 25 to 29 years (index = 79) and 30 to 34 years (index = 76).
- Using the same index comparing to Ontario, the Uxbridge Trade Area has a slightly higher proportion of residents aged 5 to 9 years (index = 112), 15 to 19 years (index = 111), and 80 - 84 years (index = 111).
- The dominant age group in the Uxbridge Trade Area and Durham Region is 55 to 59 years. This is compared to 25 to 29 years in Ontario.
- Age is an important demographic characteristic in market analysis, as the type and level of personal expenditures made varies as an individual's age.
- See **Table 5** for a breakdown of products/services that are disproportionately purchased by particular age groups.

5. Income Distribution

- Household income can provide insight into the spending power of the local community, as well as the potential preferences for particular goods or services.
- The estimated average household income in the Uxbridge Trade Area was about \$137,701 in 2020 compared to about \$109,655 in Ontario. Based on this, the average household income in Uxbridge is approximately 26% higher than the provincial average.
- Approximately 49% of households in the Uxbridge Trade Area earn \$100,000 or more per year compared to 34% in Ontario.
- Given the high household income, the area may not support a large number of discount stores.
- Based on market data research, specialty clothing/apparel stores would typically be interested in locating in an area with such high income.

6. Marital Status

- Approximately 58% of persons 15 years of age and older in the Uxbridge Trade Area are married compared to about 50% in Ontario.
- Married couples have been shown to spend less per capita than single people in the same age category (i.e. 20 to 29 years old) on things like food, housing, apparel, and education (based on shared costs).
- However, married couples tend to spend more per capita on things like health care and transportation.

7. Housing Tenure and Dwelling Characteristics

- 87% of occupied private dwellings in the Uxbridge Trade Area were owner occupied in 2020 compared to 81% in Durham Region and 69% in Ontario.
- A staggering 81% of occupied private dwellings in the Uxbridge Trade Area were single-detached houses compared to 66% in Durham Region and 54% in Ontario.
- Typically, higher levels of home ownership and larger, single-detached homes translate into higher demand for home furnishings, home improvement, furniture, appliances, hardware, paint/wallpaper, garden centres, etc.

8. Employment by Occupation

- Using Ontario as a benchmark (index = 100), the Uxbridge Trade Area has a significantly higher proportion of their labour force employed in 'business, finance & administrative' (Index = 137) and 'processing, manufacturing and utilities' (Index = 200).
- The prevalence of Uxbridge Trade Area workers employed in occupations related to business, finance and administration suggest added support for office supply stores in the area.

9. Ethnic Origin, Immigration & Visible Minorities

- The Uxbridge Trade Area sits well above the provincial average for proportion of residents who self-identified as having Canadian, English, Irish, Scottish, Dutch, or Italian ethnic origins.
- The Uxbridge Trade Area fell significantly below the provincial average for proportion of residents who self-identified as having origins from the Caribbean, Africa, Asia, Eastern Europe, Latin/Central/South America, or Aboriginal North America.
- 21% of those residing in the Uxbridge Trade Area are immigrants versus 24% in Durham Region and 29% in Ontario.
- 19% of those residing in the Uxbridge Trade Area are visible minorities versus 27% in Durham Region and 30% in Ontario.

Household Expenditure Estimates

- Household expenditures are examined using 11 general categories (food, shelter, household operations, clothing/accessories, transportation, health care, personal care, recreation, reading materials/education, alcohol/tobacco, and games of chance).
- The average annual household expenditure in the Uxbridge Trade Area was approximately \$117,428 in 2020. This is significantly higher than the \$105,205 seen in Durham Region and \$99,142 in Ontario.
- Expenditures (in dollars) were higher in the Uxbridge Trade Area in every category when compared to Durham Region and Ontario (with the exception of Durham Region households spending an average of \$27 more per year on education).

Market Threshold Analysis

The Market Threshold Analysis allows a community to analyze the size of market necessary for a business to survive. This can help to identify potential business gaps/strengths and focus on opportunities that may exist in the downtown. It is a systematic means of exploring the types of businesses a community might be able to support based on its population. At the rudimentary level, threshold levels are derived as a Province wide average by dividing the population of the Province by the number of businesses of a certain type. For example, suppose the Province had a population of 3 million and 200 department stores. This would give us a threshold level of 15,000 and indicates that on average a community would need at least that many people to sustain a department store.

However, a number of factors need to be considered when interpreting the results of the Market Threshold Analysis.

- The Market Threshold Analysis is based on business data for the community and not just the downtown;
- Each business is placed into only a single category using North American Industry Classification System (NAICS). The category used is based on the primary type of goods and services provided by the business. For instance, a hardware store may sell some auto parts, but would be categorized as a hardware store given its primary line of business;
- The data is based on registered businesses and does not account for the size of those businesses. A community may have only two restaurants so would appear in the analysis to have room for more restaurants. However, if the restaurants were both very large, the community might not realistically be able to support more restaurants; and
- The retail mix in any community is dynamic, and the Market Threshold Analysis may not reflect the current business types and number of establishments. Therefore, the numbers should be used as guidelines rather than as a basis for specific recommendations.

Residential Survey Results - Market Threshold Analysis

Respondents were asked to provide suggestions regarding the types of new businesses, services, events or facilities that they would like to see in downtown Uxbridge in the coming years. More than 740 responses were submitted and many of these responses provided multiple suggestions.

The following word clouds have been broken down by category; types of new businesses, types of new eating establishments, and other additions.

New Types of Businesses



Business Type	% of Total Responses	Actual #	Market Threshold Analysis “Potential Businesses” <i>(negative numbers indicate potential opportunity)</i>
Grocery Store/Market <i>*Downtown Uxbridge currently has 2 convenience stores, but no Grocery Store</i>	21.5%	159	(445110) Supermarkets: -6 (445120) Convenience Store: -14 (453310) Used merchandise Stores: -3
Clothing Store <i>*Downtown Uxbridge has 3 clothing stores that cater to adults. There is also a consignment store and “Chances Are” that sell used clothing. There may be an opportunity for a family or children’s store.</i>	20.7%	153	(448110) Men’s Clothing Stores: -4 (448120) Women’s Clothing Stores: -1 (448130) Children or Infant Stores: -1 (448140) Family Clothing Stores: -2
Unique Shops <i>*Downtown Uxbridge has several unique stores located both in Upper and Lower Brock Street. While there may be opportunity for other stores, it would be important for the new business owner to determine the “niche” they were filling.</i>	11.2%	83	(452999) All other miscellaneous General Merchandise Stores: -7
Art Shop/Gallery	5.3%	39	(453920) Art Dealers (also referred to as Art Galleries retailing Art): 4
Home Décor/Gift Shop	5.0%	37	(453220) Gift, Novelty & Souvenir Stores: 0
Children's/Toy Store	4.6%	34	(451120) Hobby, toy and game stores: -3

<p>Hardware Store</p> <p><i>*Uxbridge has historically had one or more hardware stores in the downtown, all of which are now closed.</i></p>	4.3%	32	(44130) Hardware Stores: 1
<p>Personal Services</p> <p><i>*Downtown Uxbridge has both a Hair Salon and Barber Shop located in the downtown as well as several other personal service businesses.</i></p>	3.9%	29	(812114) Barber shops: -4 (8112115) Beauty Salons: -8 (812110) Unisex Hair Salons: -2 (812190) Other Personal Care Services: 1
<p>Bakery</p> <p><i>*At the time of the interviews, Uxbridge had a bakery in the downtown. This was noted by several tourists as their reason for visiting Uxbridge.</i></p>	3.9%	29	(311811) Retail Bakeries: -2
<p>Craft/Hobby Store</p>	2.6%	19	(451120) Hobby, toy and game stores: -3

New Types of Eating Establishments



Business Type	% of Total Responses	Actual #	Market Threshold Analysis “Potential Businesses” <i>(negative numbers indicate potential opportunity)</i>
Casual Dining <i>* Individuals interviewed for the Customer Origin Survey as well as responses to the Residential Survey generally indicated that they believed that Uxbridge had sufficient “fast food / Pizza” stores.</i>	13.4%	99	<i>(722511) Full Service Restaurants: -12 (722512) Limited-Service eating places: 18 *The Market Threshold Analysis does not provide a further breakdown.</i>
Café	10.9%	81	
Ethnic Cuisine	8.0%	59	
Ice Cream Store	5.5%	41	
Fine Dining	4.9%	36	
Bar/Lounge	1.9%	14	<i>(722410) Drinking places (alcoholic beverages): -4</i>

Other Observations for Consideration by Uxbridge

The Market Threshold Analysis also provided information relative that may indicate potential business opportunities for consideration in the downtown, or where the market may already have reached or exceeded the threshold.

Potential Business Opportunities

- (312130) Breweries: -1
- (312140) Distilleries: -1
- (442110) Furniture Stores: -2
- (446110) Pharmacies & drug stores: -5
- (448210) Shoe Stores: -6
- (448310) Jewellery Stores: -3
- (453110) Florists: -2
- (485310) Taxi service: -91

Potential that the market threshold is exceeded:

- (312130) Wineries: 4
- (443143) Appliance, television & other electronic stores: 5
- (444120) Paint & wallpaper stores: 4
- (447110) Gas Stations with Convenience Stores: 5
- (453992) Beer & wine-making supplies stores: 3
- (453993) Cannabis stores: 1
- (812910) Pet care (except veterinary) services: 18

1.0 INTRODUCTION - ANALYZING THE TRADE AREA

Downtown Market Analysis provides communities with information about local market conditions and opportunities so that 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. This information can be used 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 the 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, the number of potential customers that may patronize businesses in the district can be estimated. 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 the assessment of consumer demand for local products and services. A trade area's size and shape can be 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 market.²

Furthermore, both the size and shape of trade areas are greatly influenced by the distance customers are willing to travel.

1.2 The 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 broad 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.

² Hernandez, T., Lea, T., and Bermingham, P. (2004). *What's in A Trade Area? Centre for the Study of Commercial Activity*. Toronto: Ryerson University.

- **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 - this includes 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.

Based on the methods used to determine the trade area extent, the information in this trade area analysis is primarily focused on the local resident market. It provides only limited information about community employees and tourist markets. If required, other data collection methods, such as surveys and focus groups, should be used to gather detailed information on these markets.

1.3 Trade Area Demographics - General Guidelines

Trade area definition is not solely a mapping exercise - at some point the trade area needs to be populated with data (e.g. demographic data about the resident population). It will no doubt be of significant interest to see the geographic extent of the community's trade area - in terms of size and shape - but it is the demographic information derived from the trade area that will provide the most amount of detail about the local consumer base.

The information in this document should be viewed as providing insights into both the size of the market (or scale) and the varying types of consumers (or demographic character). Demographics alone will not indicate which store to open or the ideal merchandise mix to offer. Such business decisions are highly complex and multifaceted and require information from numerous sources. Demographic analysis does, however, provide key insights into business potential based on the size and character of the local consumer base.

A technical term for bringing together information from multiple sources is 'triangulation'. The analysis presented in this report should be seen as one part of the triangulation process that the community is undertaking in assessing the local market. The demographic analysis should be viewed in parallel with business and resident surveys, as well as other components of the market analysis phase of the Downtown Revitalization process.

1.3.1 Demographic Scale and Character

The key contribution of this report is in providing the community with insights on the scale and character of the local consumer base. It is important to make the key distinction between what can be termed relative and absolute demographics.

Relative demographics are measures of central tendency or percentages for a given trade area. They include variables such as median age, persons per household, average number of children per family, average household income, average house value, percentage of persons with university education, or

percentage of households that immigrated between 2011 and 2016. These relative variables are, as the name indicates, relatively insensitive to the precise definition of the trade area.

For example, average household income for a trade area whether defined by a drive-time from the downtown or a custom-defined area based on customer survey may be similar in relative terms. This is due to the fact that the trade areas will probably share a large proportion of the same neighbourhoods (i.e., they will overlap), and that there is an underlying tendency for demographic variables for areas close to one another to be more similar compared to those areas further away. When retail analysts speak of the socioeconomic and demographic “character” of a trade area they are typically referring to relative demographics. Relative variables are often used for site selection and broader marketing initiatives.

Absolute demographics are totals (counts) that include variables such as total number of households, total number of persons aged 18 or less, total income, or total number of persons with university education. Absolute demographics can be extremely sensitive to the trade area definition.

For example, if two trade areas share 80 percent of the same neighbourhoods, the 20 percent difference can result in significant differences in the raw counts, (e.g. four or five densely populated neighbourhoods within a trade area can dramatically increase the total population or total household income variables, while leaving average household income relatively unaffected).

Absolute variables are, however, important when looking at the total size of the market. For example, the analysis may identify that 22% of a target customer demographic (e.g. females aged 35-54 years of age) resides in the trade area. However, if this is only 125 people, then total market opportunity will likely be low. Most demographic analysis proceeds with relative variables and then adds one or two absolute variables (typically households or population).

2. DEFINING THE DOWNTOWN TRADE AREA

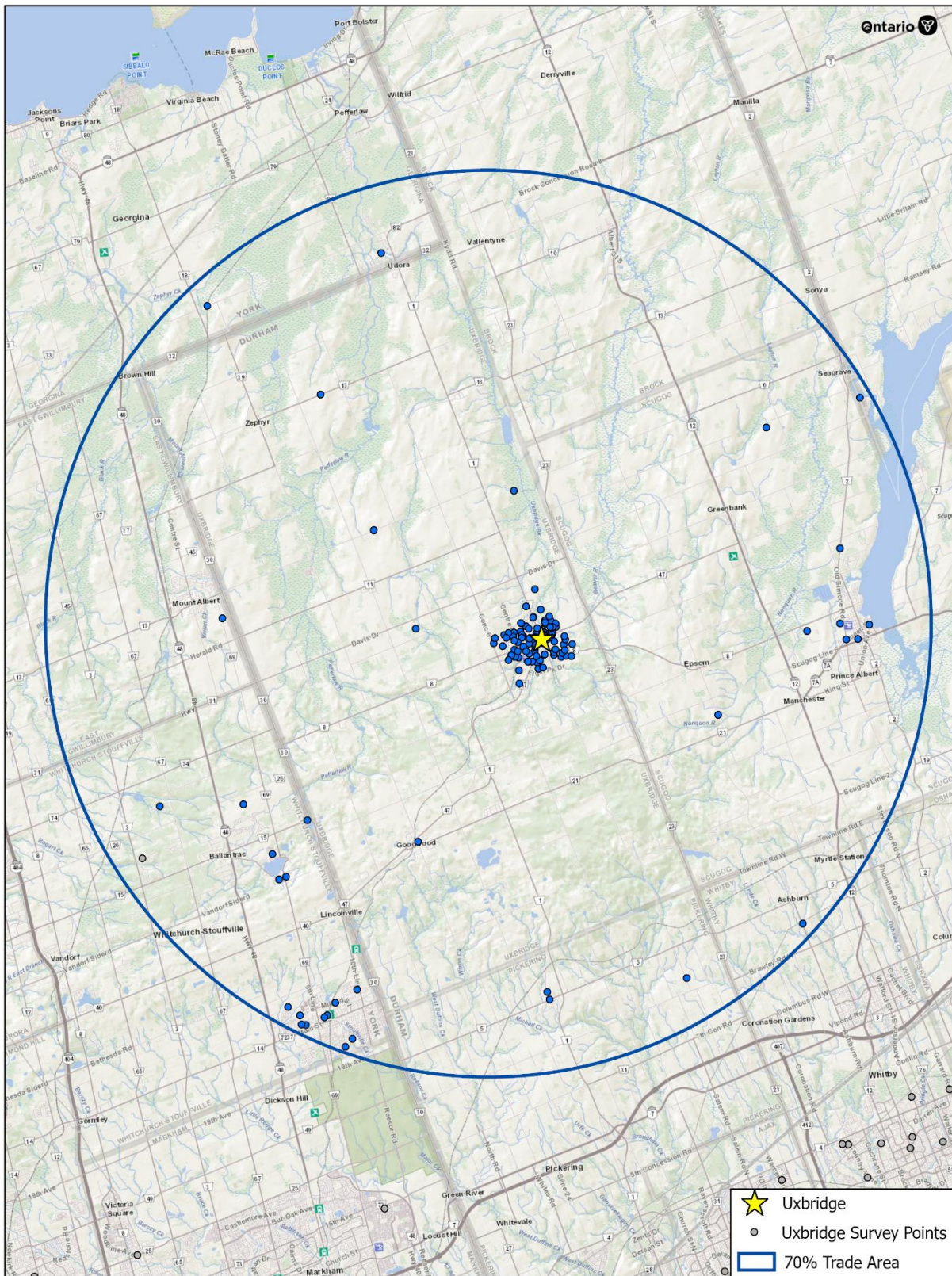
For the purposes of this report, the trade area is the geographic area in which the majority of current and potential customers for retail and service businesses in the Uxbridge area reside. A customer origin survey was conducted at various locations throughout Uxbridge, where customers were asked to provide their postal code and their place of residence. A total of 588 responses were collected, with customer origin data analyzed using Geographic Information Systems (GIS)³ to determine the appropriate trade area for Uxbridge.

2.1 Size and Shape of the Trade Area

The trade area was established using the place of residence of the closest 70% of customers surveyed through the customer origin survey. This does not mean that residents or customers from outside of the trade area never visit the downtown area, but simply that the majority of customers for retail and service businesses in Uxbridge’s downtown area are likely drawn from within the boundaries of the trade area. The boundary of the trade area is presented in Figure 1.

³ A description of GIS is available in the Glossary

Figure 1: Uxbridge Trade Area



3. DEMOGRAPHIC CHARACTERISTICS OF THE TRADE AREA

This section provides key demographic data for the trade area. The data and the trends revealed are important as they reflect the potential sales of retail goods and services within the trade area. Population characteristics can also be important indicators of demand/need for public services within the downtown, such as libraries, daycare centres, parks, and recreation facilities, which can play a key role in attracting people to the area.

Comparing demographic data in this trade area with broader benchmark areas in which most residents reside - in this case, Durham Region - and the province of Ontario allows for demographic baselines to be established, as a means of determining the relative differences between the characteristics in Uxbridge's trade area and these broader jurisdictions. These comparisons help determine whether the trade area has low, medium, or high relative concentrations of population in a particular demographic category.

3.1 Population

Knowing total size of the trade area by population is an important consideration in estimating total consumer demand. Population is defined as people living within the trade area boundary.

Table 1: Population Characteristics, Current Trade Area

Population	Uxbridge's Trade Area
2016 Census	89,860
2020 Population estimate	96,146
Land Area, km ²	1,143.48
Persons per km ²	76.23
Dwellings per km ²	27.66

Source: Statistics Canada, 2016 Census and MapInfo Canada, Canadian Estimates and Projections, 2020

3.2 Population Projections

Anticipated population growth may indicate the potential for future business expansion and/or business recruitment, on the basis of an expanding market area.

Table 2: Population Estimates and Projections

Population Projections	Uxbridge's Trade Area	Durham Region	Ontario
Total Population			
2016 Census*	89,860	665,699	13,875,394
2020 estimated	96,146	716,009	14,699,722
2023 projected	103,391	770,239	15,336,923
2025 projected	108,725	810,417	15,814,334
2030 projected	122,833	916,615	17,016,478
Change in Population (persons)			
2016 to 2020	6,286	50,310	824,328
2020 to 2023	7,245	54,230	637,201
2023 to 2025	5,334	40,178	477,411
2025 to 2030	14,108	106,198	1,202,144
Change in Population (percent)			
2016 to 2020	7.00%	7.60%	5.90%
2020 to 2023	7.50%	7.60%	4.30%
2023 to 2025	5.20%	5.20%	3.10%
2025 to 2030	13.00%	13.10%	7.60%
Rate of Change in Population (percent per year)			
2016 to 2020	1.70%	1.90%	1.50%
2020 to 2023	2.50%	2.50%	1.40%
2023 to 2025	2.60%	2.60%	1.60%
2025 to 2030	2.60%	2.60%	1.50%
<i>* Population counts have been adjusted by MapInfo for census undercounts.</i>			

Source: Statistics Canada, 2016 Census and MapInfo Canada, Canadian Estimates and Projections, 2020

Error! Reference source not found.Figure 2 illustrates the projected rate of population change across the trade area, Durham Region and Ontario Through to 2030

Figure 2: Estimated and Projected Annual Rate of Population Change, 2016 to 2030

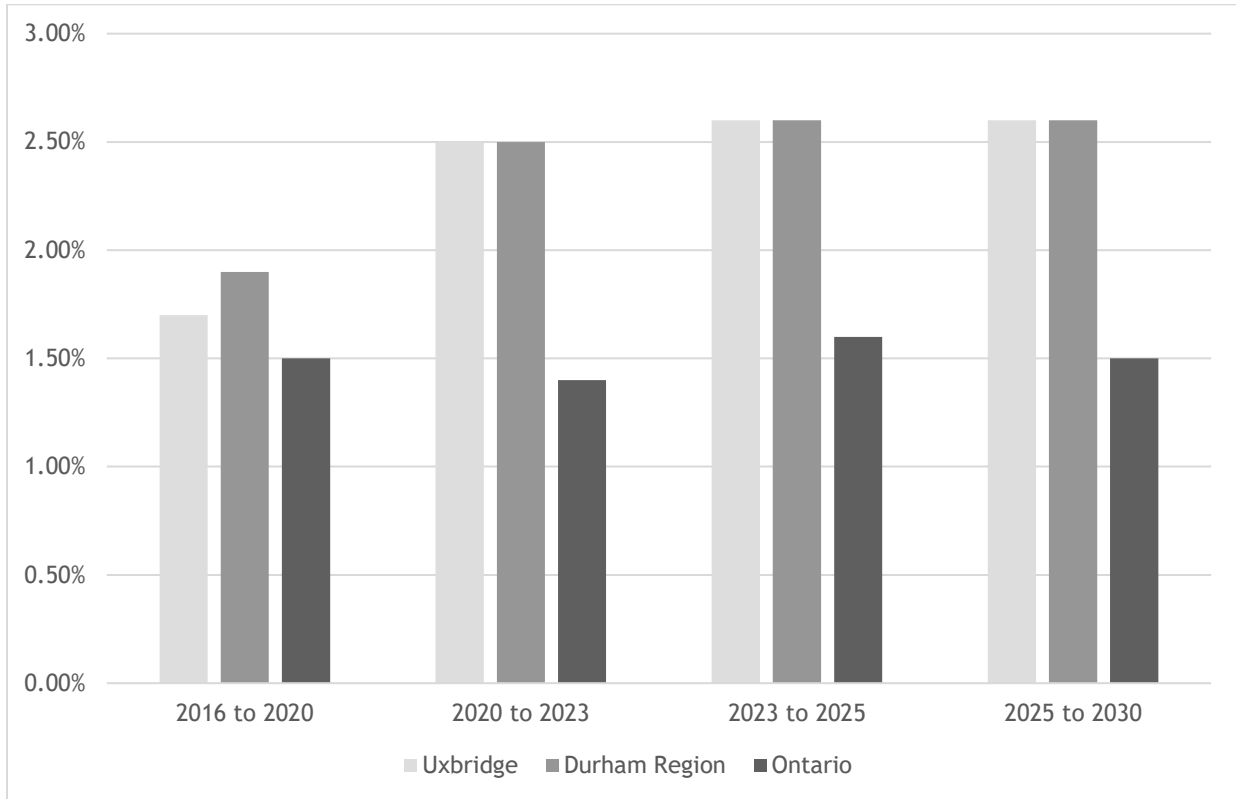
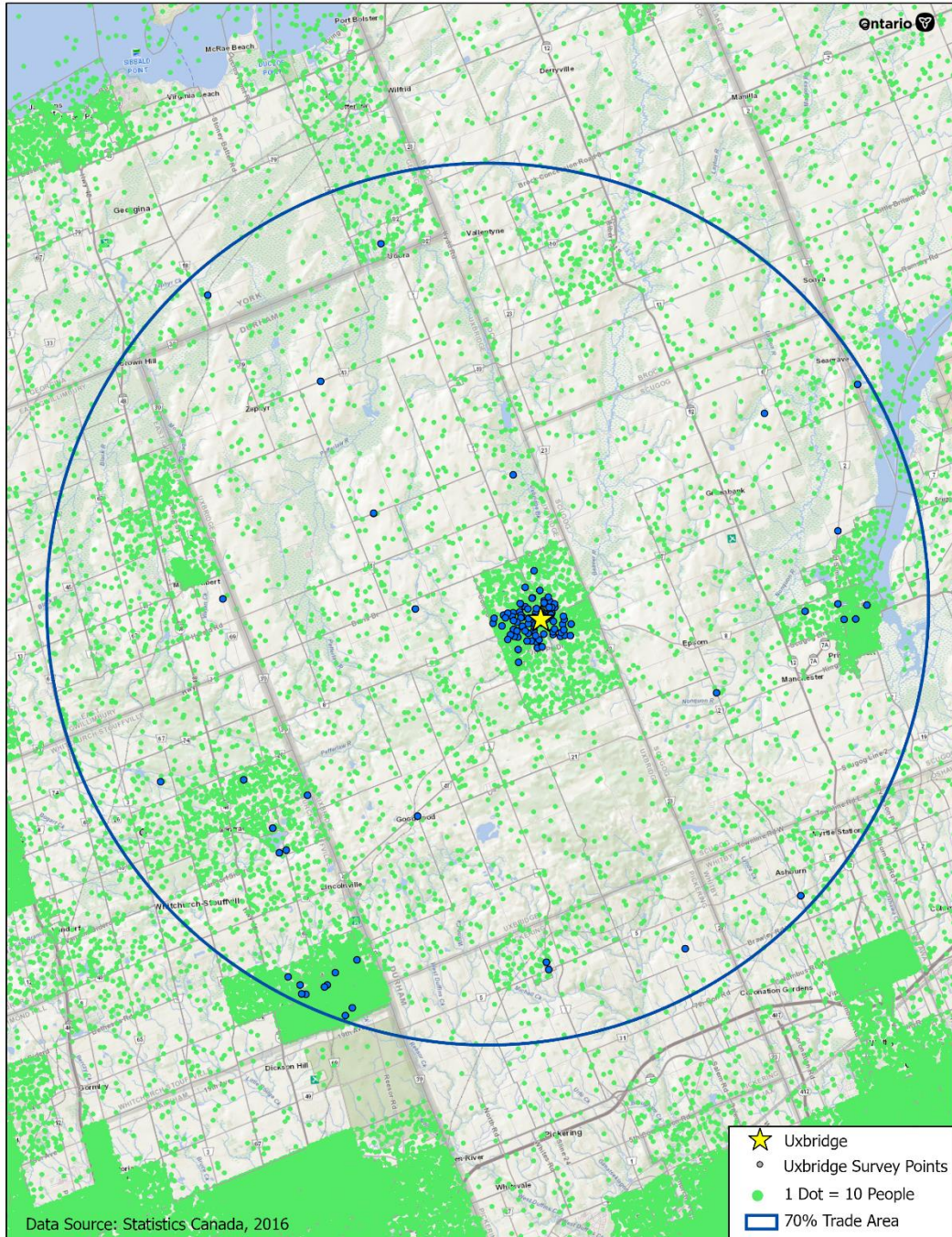


Figure 3 is a dot-density map illustrating the estimated population density in the trade area, which provides some insight into the relationship between where people live and the trade area for Uxbridge

Figure 3: Estimated Population Density, 2020



3.3 Daytime Population

“Daytime population” is an estimate that includes both people who work in the area and residents living in the area that are 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 introduces an index value for the demographic data, allowing for the comparison of 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 (Durham Region) to the trade area. When examining Ontario as a whole, the demographic data suggests that 52% of the daytime population are employees. This proportion is then assigned as the benchmark for which to compare other markets to and is assigned a value of 100. 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 are colour coded (green for values above 110, red for values below 90).

Table 3: Estimated Daytime Population, 2020

Daytime Population	Uxbridge's Trade Area			Durham Region			Ontario		
		%	Index		%	Index		%	Index
Total Daytime Population	70,322			599,988			14,160,329		
Daytime Employees	28,705	41%	78	282,967	47%	90	7,424,137	52%	100
Daytime Population at home	41,617	59%	124	317,021	53%	111	6,736,192	48%	100
Age 0 to 14 years	15,982	23%	139	122,948	20%	126	2,310,773	16%	100
Age 15 to 64 years	10,142	14%	93	99,795	17%	107	2,206,907	16%	100
Age 65 plus years	15,493	22%	141	94,278	16%	100	2,218,512	16%	100

Source: MapInfo Canada, Canadian Daytime Population, 2020

3.4 Households

In addition to population and daytime population, the number of households in a trade area can be a method for quantifying the current market size and growth prospects, both of which are vital in determining consumer demand. Households consist of one or more individuals living in the same dwelling unit, regardless of their relationship to each other. Anticipated growth in the number of households might indicate an increase in future demand for goods and services, which may in turn support the expansion of existing businesses or recruitment of new businesses.

Table 4: Household Estimates and Projections

Households	Uxbridge's Trade Area	Durham Region	Ontario
Total Households			
2016 Census*	31,729	234,914	5,331,809
2020 estimated	34,359	255,212	5,704,083
2023 projected	37,262	277,435	6,013,895
2025 projected	39,208	292,262	6,217,444
2030 projected	44,560	333,472	6,711,206
Change in Households			
2016 to 2020	2,630	20,298	372,274
2020 to 2023	2,903	22,223	309,812
2023 to 2025	1,946	14,827	203,549
2025 to 2030	5,352	41,210	493,762
Change in Households (percent)			
2016 to 2020	8.30%	8.60%	7.00%
2020 to 2023	8.40%	8.70%	5.40%
2023 to 2025	5.20%	5.30%	3.40%
2025 to 2030	12.00%	12.40%	7.40%
* Household counts have been adjusted by MapInfo for census undercounts.			

Source: Statistics Canada, 2016 Census and MapInfo Canada, Canadian Estimates and Projections, 2020

3.5 Age

Age is an important demographic characteristic in market analysis, as the type and level of personal expenditures made varies as an individual ages. Table 5 illustrates shifting patterns of consumer expenditure by age based on surveys of the US population.

The number and proportion of people in the trade area in each age group can determine the viability and potential for certain types of products or services, or retail or service businesses. For example, communities that have a large number of residents over the age of 65 may have a strong market opportunity for health-oriented business, such as drug stores or pharmacies. Similarly, toy stores, day care centres, and stores focused on children's apparel may be most successful in communities with a high proportion of children. Retail and service uses like restaurants, theatres, or other entertainment uses can serve broad segments of the population, but specific age characteristics may offer more niche-oriented opportunities for local businesses. Overall, the identification and understanding of the age characteristics and profile of a trade area will have a notable impact on business growth and sustainability. Table 6 identifies the current age characteristics of Uxbridge's trade area.

Table 5: Consumer Products or Services Purchased Disproportionately by Particular Age Groups⁴

Age Group	Product or Service
Under 25	Food away from home, rent, apparel, transportation, education
25 to 34	Food away from home, rent, personal services, household furnishings and equipment, apparel, transportation
35 to 44	Food away from home, home ownership/rental, personal services, household furnishings and equipment, apparel, entertainment
45 to 54	Home ownership, apparel, transportation, education
55-64	Home ownership and operations/repairs/maintenance, household furnishings and equipment, health
65 to 74	Food at home/away from home, home ownership and operations/repairs/maintenance, household furnishings and equipment, health, entertainment, personal care/service products
75 and over	Food at home, home ownership and operations/repairs/maintenance, health, personal care/service products

Source: U.S. Bureau of Labor Statistics, Consumer Expenditures in 2014; based on Consumer Expenditure Survey data

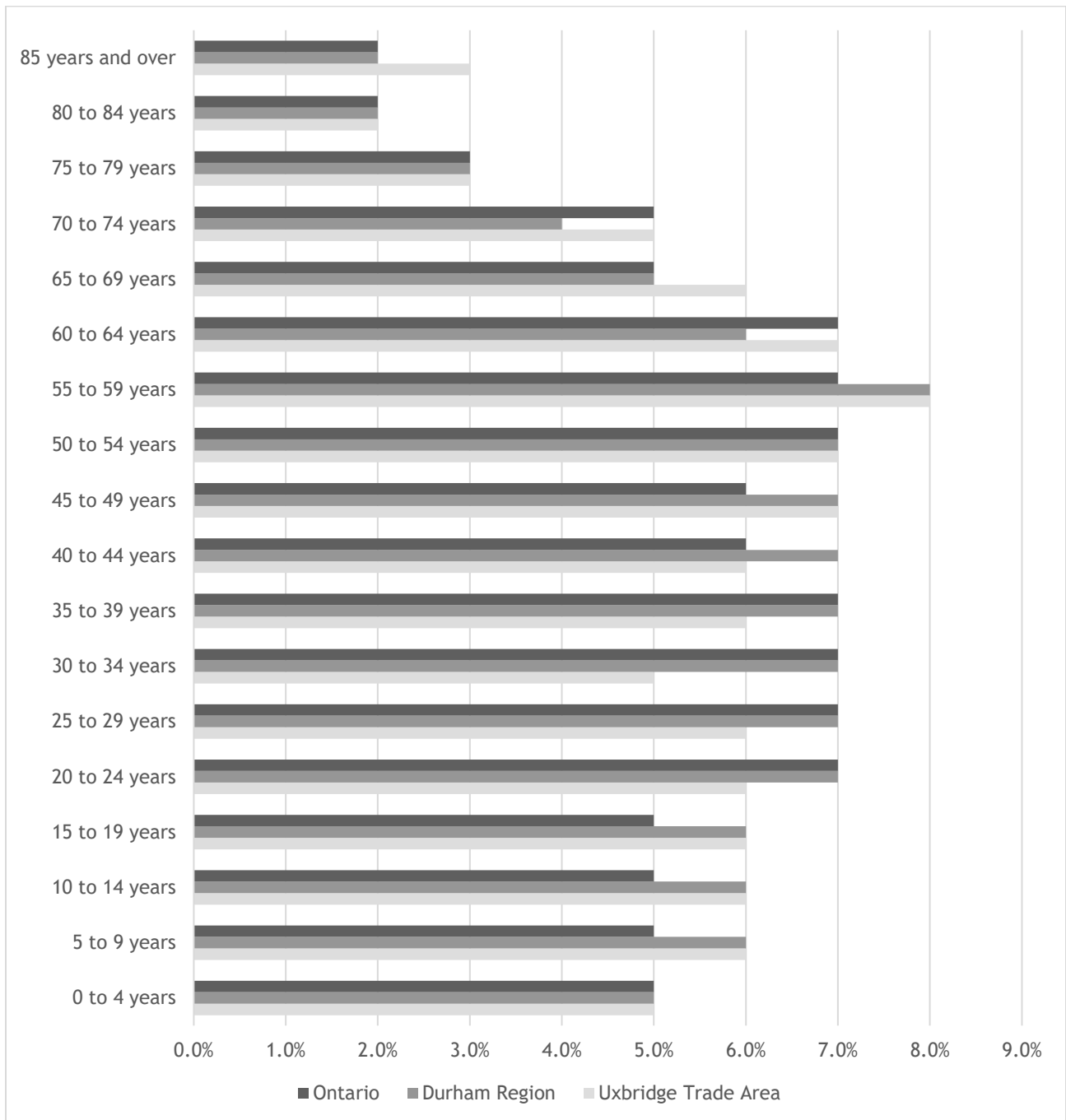
Table 6: Age Characteristics, 2020

Age	Uxbridge's Trade Area			Durham Region			Ontario		
2020 Population estimate	96,146	%	1	716,009	%	5	14,699,722	%	100
0 to 4 years	4,669	5%	95	38,927	5%	106	754,016	5%	100
5 to 9 years	5,614	6%	112	41,195	6%	111	764,262	5%	100
10 to 14 years	5,699	6%	110	42,826	6%	111	792,495	5%	100
15 to 19 years	5,861	6%	111	43,503	6%	111	807,487	5%	100
20 to 24 years	6,021	6%	92	49,021	7%	101	997,182	7%	100
25 to 29 years	5,588	6%	79	50,199	7%	96	1,078,769	7%	100
30 to 34 years	5,128	5%	76	46,761	7%	92	1,038,124	7%	100
35 to 39 years	5,995	6%	93	47,976	7%	100	989,734	7%	100
40 to 44 years	6,036	6%	100	46,768	7%	104	921,471	6%	100
45 to 49 years	6,364	7%	104	47,322	7%	104	934,980	6%	100
50 to 54 years	6,669	7%	105	48,715	7%	103	972,264	7%	100
55 to 59 years	7,575	8%	108	55,848	8%	106	1,077,110	7%	100
60 to 64 years	6,714	7%	106	46,240	6%	98	965,042	7%	100
65 to 69 years	5,598	6%	106	35,965	5%	92	805,608	5%	100
70 to 74 years	4,717	5%	107	29,060	4%	89	672,811	5%	100
75 to 79 years	3,170	3%	106	19,067	3%	85	458,890	3%	100
80 to 84 years	2,314	2%	111	12,817	2%	83	317,935	2%	100
85 years and over	2,414	3%	105	13,799	2%	81	351,542	2%	100
Median Age	42.9		105	39.7		98	40.7		100
Dominant Age Group	55 to 59		1	55 to 59		5	25 to 29		100

Source: MapInfo Canada, Canadian Estimates and Projections, 2020

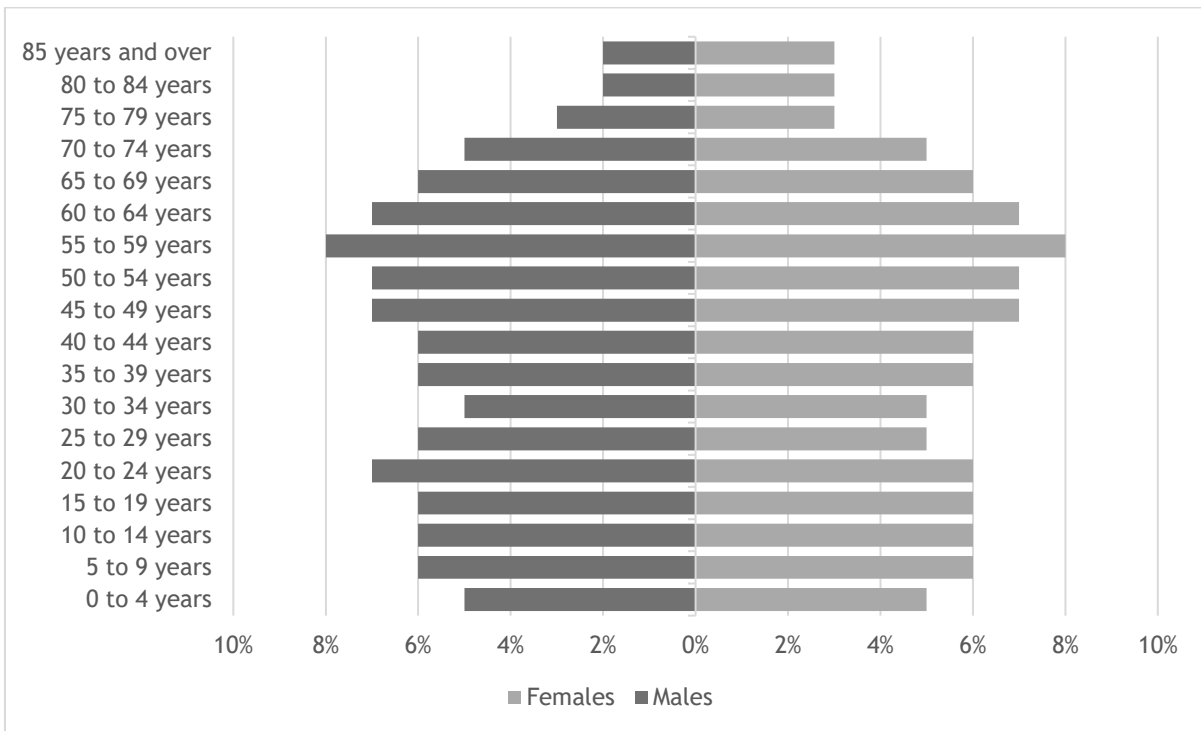
⁴ Note that purchases are not listed in order of their difference with average consumer expenditure

Figure 4: Age Distribution, 2020



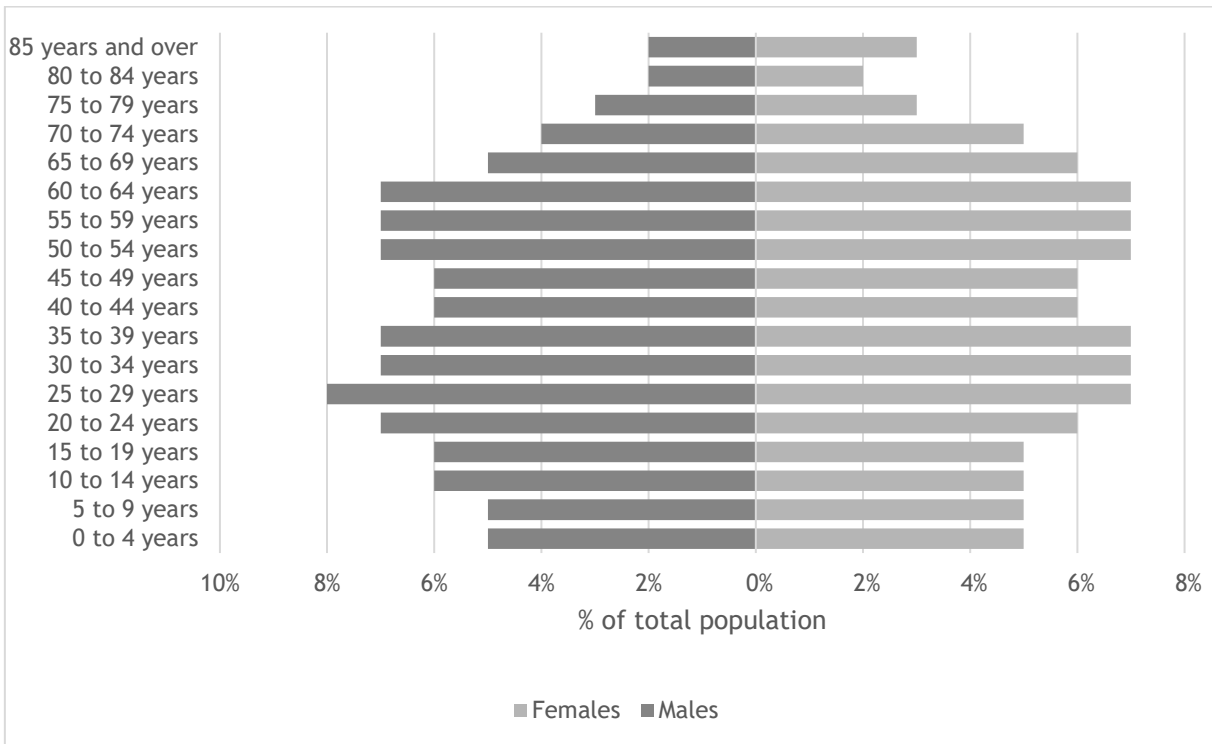
Source: MapInfo Canada, Canadian Estimates and Projections, 2020

Figure 5: Population Pyramid, Uxbridge Trade Area, 2020



Source: MapInfo Canada, Canadian Estimates and Projections, 2020

Figure 6: Population Pyramid, Ontario, 2020



Source: MapInfo Canada, Canadian Estimates and Projections, 2020

3.6 Income Distribution

Household income can provide insight into the spending power of the local resident community, as well as the potential preferences for particular goods or services. Median or average household incomes, the number of households above a certain threshold income level, or the broader distribution of households across income ranges in a trade area can play a key role in the location decisions of retail or service businesses. For example, discount stores often avoid areas with disproportionately high or low incomes; traditional department stores often focus on markets with incomes above \$35,000; and specialty clothing or apparel stores focus on areas with incomes over \$100,000.⁵ As a result, generalizations can also be made about the type of retail or service businesses that typically might locate in an area based on income (e.g. auto parts stores are often found in areas with lower household incomes).⁶

It should be noted that an over-emphasis on income as a deciding factor in business location and expansion can be misleading. Other demographic factors like age, family structure, education, and occupation must also be considered.

Table 7: Household Income Characteristics, 2020

Income	Uxbridge's Trade Area			Durham Region			Ontario		
		%	Index		%	Index		%	Index
Average household income									
2020 estimated	\$137,701		126	\$118,722		108	\$109,655		100
2023 projected	\$149,131		125	\$128,307		108	\$119,134		100
2025 projected	\$156,761		125	\$134,698		107	\$125,453		100
2020 Estimated Households by Income	34,359			255,212			5,704,083		
Under \$5,000	466	1%	71	2,697	1%	55	108,757	2%	100
\$5,000 to 9,999	265	1%	55	2,196	1%	62	79,741	1%	100
\$10,000 to 14,999	434	1%	52	4,048	2%	66	137,792	2%	100
\$15,000 to 19,999	604	2%	53	5,335	2%	63	189,793	3%	100
\$20,000 to 24,999	787	2%	63	6,752	3%	73	207,932	4%	100
\$25,000 to 29,999	758	2%	61	6,733	3%	73	205,714	4%	100
\$30,000 - 34,999	850	2%	65	7,467	3%	77	218,062	4%	100
\$35,000 - 39,999	949	3%	70	7,911	3%	79	224,921	4%	100
\$40,000 - 44,999	1,007	3%	73	8,665	3%	84	229,993	4%	100
\$45,000 - 49,999	1,151	3%	78	9,908	4%	91	243,649	4%	100
\$50,000 to 59,999	1,932	6%	80	16,299	6%	91	398,782	7%	100
\$60,000 - 69,999	1,931	6%	82	16,622	7%	95	389,521	7%	100
\$70,000 - 79,999	1,998	6%	89	16,471	6%	99	370,806	7%	100
\$80,000 - 89,999	2,012	6%	96	16,608	7%	106	349,706	6%	100
\$90,000 - 99,999	2,317	7%	110	18,092	7%	116	348,740	6%	100
\$100,000 - 124,999	4,240	12%	120	31,377	12%	119	588,749	10%	100
\$125,000 - 149,999	3,837	11%	135	27,241	11%	129	471,194	8%	100
\$150,000 - 199,999	5,062	15%	155	32,408	13%	134	540,484	9%	100
\$200,000 and over	3,758	11%	156	18,382	7%	103	399,747	7%	100
Median Estimated Household Income	\$98,780								

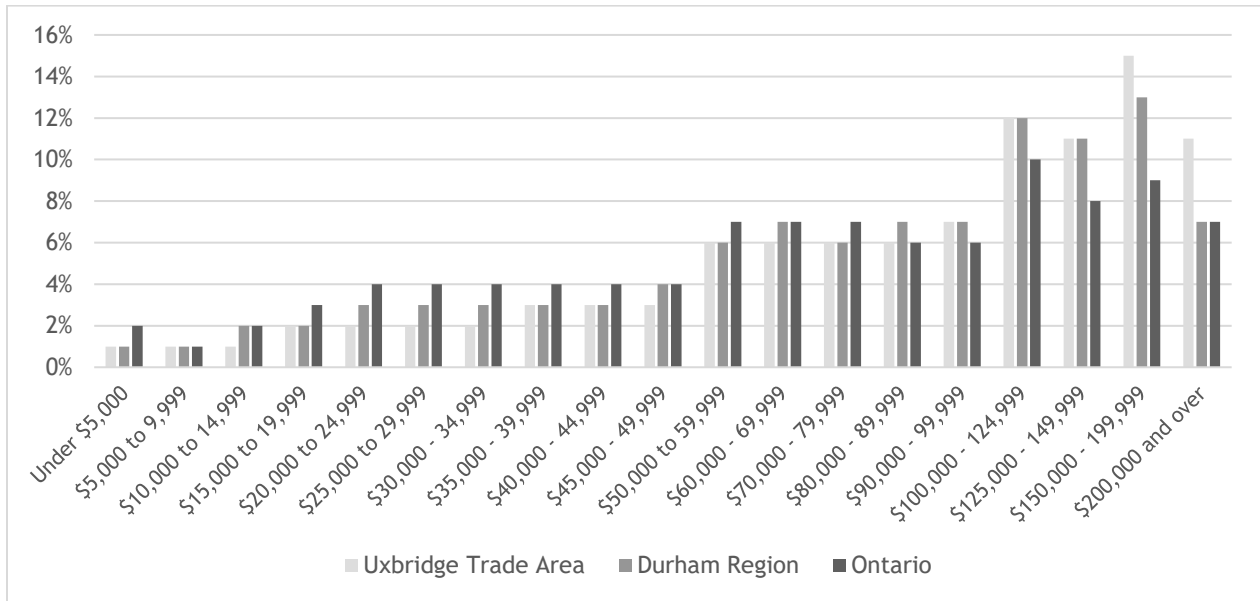
Source: MapInfo Canada, Canadian Estimates and Projections, 2020

⁵ University of Wisconsin-Extension. (2011). Downtown and Business District Market Analysis.

⁶ Ibid.

Figure 7 illustrates the distribution of household income across Uxbridge’s trade area, Durham Region, and Ontario across broad income segments.

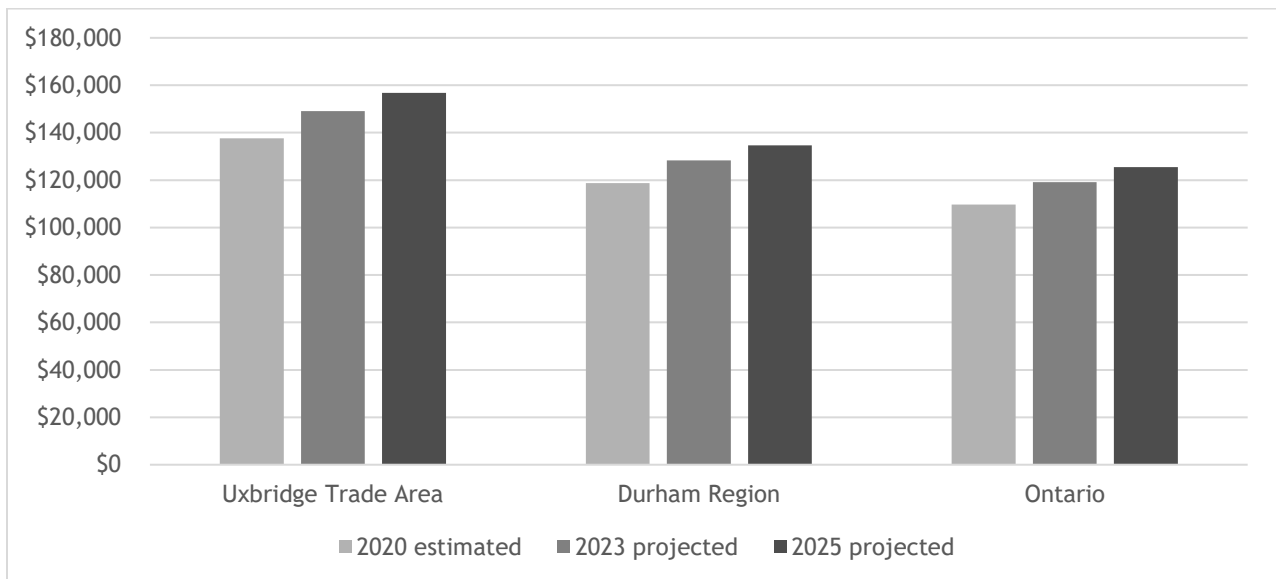
Figure 7: Household Income Distribution, 2020



Source: MapInfo Canada, Canadian Estimates and Projections, 2020

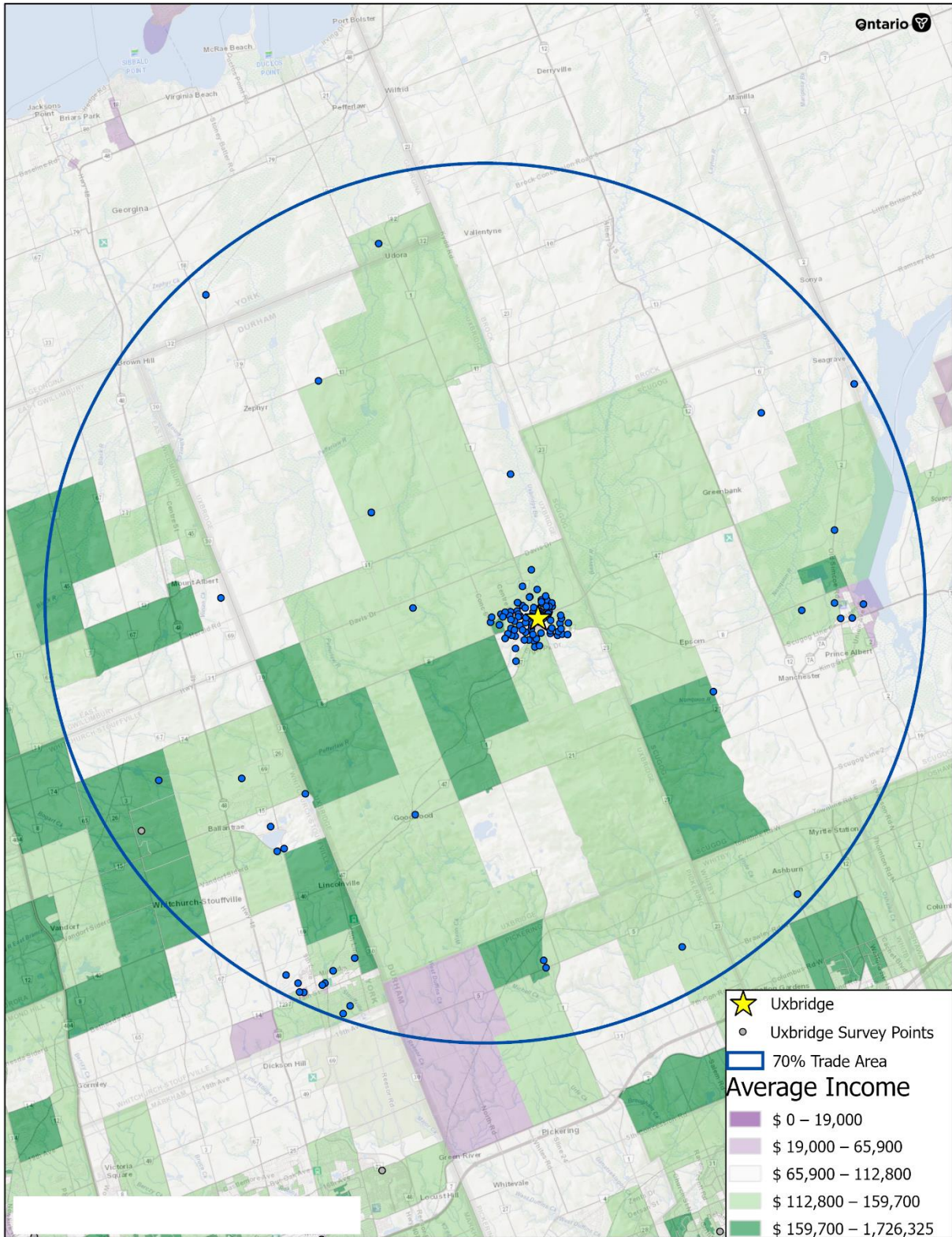
Figure 8 illustrates current estimates of household income, as well as projected levels of household income across Uxbridge’s trade area, Durham Region and Ontario

Figure 8: Estimated and Projected Average Household Income



Source: MapInfo Canada, Canadian Estimates and Projections, 2020

Figure 9: Estimated Annual Average Household Income, 2020



3.7 Family Structure and Marital Structure

Households can be composed of people living alone, married or common-law families with or without children, single parent families, or a number of unrelated people living together. Looking at household data by family structure can offer insights into retail opportunities based on the potential products or services that will be required by the household. 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. Older couples without children or other dependents are also more likely to have higher disposable incomes, with potential implications on retail and service businesses that offer products or services more discretionary in nature. Table 8 provides estimates of family structure characteristics for 2020

Table 8: Family Structure Characteristics, 2020

Family Structure	Uxbridge’s Trade Area			Durham Region			Ontario		
		%	Index		%	Index		%	Index
Families	29,234			210,244			4,214,874		29,234
Couple census families	26,211	90%	106	175,188	83%	98	3,566,860	85%	26,211
Without children	11,340	39%	101	69,360	33%	86	1,620,670	38%	11,340
With children	14,872	51%	110	105,828	50%	109	1,946,190	46%	14,872
Lone-parent families	3,023	10%	67	35,056	17%	108	648,014	15%	3,023
Average persons per family	3		102	3.1		103	3		3
Average children per family	1.1		100	1.2		109	1.1		1.1

Source: MapInfo Canada, Canadian Estimates and Projections, 2020

Marital status can also have an influence on spending patterns and spending generally varies between single person households and those in some sort of shared household. For example, married couples have been shown to spend less per capita than single people in the same age category (i.e. 20 to 29 years old) on things like food, housing, apparel, and education (based on shared costs), while spending more per capita on things like health care or transportation⁷. Table 9 provides estimates for the marital status of the population.

Table 9: Marital Status, 2020

Marital Status	Uxbridge’s Trade Area		Durham Region		Ontario	
		%		%		%
Persons 15 years of age and over by marital status	80,164		593,061		12,388,949	
Single	18,052	23%	162,944	27%	3,483,309	28%
Common-Law	5,966	7%	49,099	8%	1,010,096	8%
Married	46,642	58%	302,343	51%	6,166,035	50%
Divorced or Separated	5,284	7%	49,302	8%	1,038,639	8%
Widowed	4,220	5%	29,373	5%	690,870	6%

Source: MapInfo Canada, Canadian Estimates and Projections, 2020

⁷ Hawk, W. (2011). Household spending by single persons and married couples in their twenties: a comparison.

3.8 House 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. Both tenure and characteristics can offer important insights to guide the analysis of market potential for a variety of different products and services.

For example, a higher level of home ownership typically translates into higher expenditures for home furnishings and home equipment. Furthermore, dwelling characteristics like type of dwelling unit 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 10: Housing Tenure and Dwelling Characteristics (Type), 2020

Housing Tenure and Dwelling Characteristics	Uxbridge's Trade Area			Durham Region			Ontario		
		%	Index		%	Index		%	Index
2020 Occupied Private Dwellings by Tenure	34,359		100	255,212		100	5,704,083		100
Owner	29,983	87%	126	206,827	81%	117	3,960,999	69%	100
Renter	4,376	13%	42	48,385	19%	62	1,733,898	30%	100
2020 Occupied Private Dwellings by Structure Type	34,359		100	255,212		100	5,704,083		100
Single-detached house	27,831	81%	150	169,651	66%	123	3,070,271	54%	100
Semi-detached house	1,124	3%	59	13,760	5%	98	315,355	6%	100
Row house	2,291	7%	74	27,954	11%	122	514,057	9%	100
Apartment; building with < 5 storeys									
Apartment; building with > 5 storeys	2,041	6%	59	15,943	6%	62	571,552	10%	100
Apartment; duplex	253	1%	4	17,968	7%	40	1,015,593	18%	100
Other single-attached house									
Movable dwelling	748	2%	65	9,499	4%	112	189,706	3%	100

Source: MapInfo Canada, Canadian Estimates and Projections, 2020

3.9 Educational Attainment

Although most retailers are generally interested in income levels to determine potential consumer demand, educational attainment is also a useful indicator when considering a market's potential. Generally speaking, location decisions among retailers like bookstores or computer and software stores have been shown to gravitate towards areas with high levels of educational attainment.

Table 11: Educational Attainment, 2020

Educational Attainment	Uxbridge's Trade Area			Durham Region			Ontario		
		%	Index		%	Index		%	Index
2020 Population 25 to 64 years by Educational Attainment	50,070			389,829			7,977,494		
No certificate, diploma or degree	3,643	7%	70	34,264	9%	85	825,963	10%	100
High school diploma or equivalent	12,934	26%	106	105,259	27%	111	1,939,497	24%	100
Apprenticeship or trades certificate or diploma	3,473	7%	114	26,533	7%	112	485,720	6%	100
College, CEGEP or other non- university certificate or diploma	13,530	27%	110	117,629	30%	123	1,955,921	25%	100
University certificate or diploma below bachelor level	1,315	3%	111	8,720	2%	95	187,914	2%	100
Bachelor's degree	11,017	22%	103	71,276	18%	86	1,702,689	21%	100
University certificate, diploma or degree above bachelor level	1,143	2%	111	6,593	2%	82	164,184	2%	100

Source: MapInfo Canada, Canadian Estimates and Projections, 2020

3.10 Employment

Employment characteristics can be another key indicator used to assess spending power of residents. Generally speaking, areas with higher relative levels of employment might be perceived as having stronger levels of spending, and larger market potential.

Table 12 presents the breakdown of the employment activity within the trade area. It should be noted that this distribution reflects workers living within the trade area and not necessarily commuting to the trade area.

Table 12: Employment Characteristics, 2020

Employment	Uxbridge's Trade Area			Durham Region			Ontario		
		%			%			%	
2020 Population 15 years and over by Labour Force Activity	79,025			586,870			12,186,588		
In the labour force	54,529	69%	106	398,988	68%	104	7,963,530	65%	100
Not in the labour force	24,496	31%	89	187,882	32%	92	4,223,058	35%	100
Participation Rate							65.30%		100

Source: MapInfo Canada, Canadian Estimates and Projections, 2020

3.11 Employment by Occupation

The occupational profile of employees in an area can also offer insight into market preferences and areas of market potential, as it often reflects levels of educational attainment or income - both also notable factors in market assessment. For example, specialty apparel stores often thrive in middle to upper-income areas that are characteristic of areas with above average professional or ‘white-collar’ levels of employment, while office supply stores also often target areas where these workers are well-represented⁸. Table 13 identifies the profile of the labour force within each area by broad occupational classification.

Table 13: Occupational Profile, 2020

Occupations	Uxbridge's Trade Area			Durham Region			Ontario		
		%			%			%	
2020 Labour Force by Occupation	54,529			398,988			7,963,530		
Management									
Business, finance & administrative	8,365	15%	137	45,988	12%	103	891,255	11%	100
Natural & applied sciences	8,904	16%	103	65,442	16%	104	1,256,723	16%	100
Health	3,585	7%	90	25,595	6%	88	580,063	7%	100
Social science, education, government and religion	2,820	5%	83	23,397	6%	94	495,802	6%	100
Art, culture, recreation and sport	6,419	12%	101	46,768	12%	101	927,417	12%	100
Sales and service	1,743	3%	102	10,552	3%	84	249,318	3%	100
Trades, transport and equipment operators and related	11,117	20%	90	91,432	23%	101	1,811,653	23%	100
Primary industry-specific	7,668	14%	108	57,579	14%	111	1,037,756	13%	100
Processing, manufacturing and utilities	1,682	3%	200	5,418	1%	88	122,986	2%	100
Occupation - Not applicable	1,421	3%	52	16,734	4%	83	401,565	5%	100

Source: MapInfo Canada, Canadian Estimates and Projections, 2020

3.12 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 can all be influenced by ethnicity. However, retailers that segment the population based on ethnic groups or visible minority status must ensure that their efforts effectively measure and assess the true preferences and behaviours of the group.

Table 14 illustrates the population of each area by ethnic origin. Note that the sum of the ethnic groups in this table is greater than the population in private households because a person may report more than one ethnic origin.

⁸University of Wisconsin-Extension. (2011). Downtown and Business District Market Analysis.

Table 14: Population by Ethnic Origin, 2020

Ethnic Origins	Uxbridge's Trade Area			Durham Region			Ontario		
		%	Index		%	Index		%	Index
2020 Total Population in Private Households by Selected Ethnic Origins	95,148		100	709,818		100	14,497,310		100
North American Aboriginal origins	2,177	2%	58	22,486	3%	81	570,267	4%	100
First Nations (North American Indian)	1,617	2%	58	16,837	2%	80	427,557	3%	100
Other North American origins	26,961	28%	117	203,589	29%	119	3,501,843	24%	100
Canadian	26,073	27%	118	197,157	28%	119	3,380,336	23%	100
European origins	68,020	71%	116	461,738	65%	106	8,899,404	61%	100
British Isles origins	48,472	51%	138	331,747	47%	127	5,347,297	37%	100
English	30,055	32%	149	194,795	27%	130	3,063,818	21%	100
Irish	19,263	20%	128	137,676	19%	123	2,287,697	16%	100
Scottish	20,530	22%	136	141,751	20%	126	2,297,143	16%	100
French origins	6,853	7%	71	59,697	8%	83	1,465,786	10%	100
French	6,842	7%	71	59,522	8%	83	1,464,438	10%	100
Western European origins (except French origins)	13,799	15%	109	87,795	12%	93	1,925,690	13%	100
Dutch	4,461	5%	118	29,925	4%	106	574,224	4%	100
German	9,144	10%	107	56,188	8%	88	1,298,108	9%	100
Northern European origins (except British Isles origins)	2,115	2%	112	12,943	2%	92	287,892	2%	100
Eastern European origins	8,364	9%	87	61,758	9%	86	1,464,620	10%	100
Polish	2,804	3%	75	23,851	3%	85	571,445	4%	100
Russian	1,526	2%	96	6,348	1%	54	241,820	2%	100
Ukrainian	2,618	3%	97	21,214	3%	105	410,805	3%	100
Southern European origins	13,970	15%	110	87,100	12%	92	1,942,271	13%	100
Italian	8,162	9%	122	40,906	6%	82	1,020,456	7%	100
Caribbean origins	1,959	2%	58	54,930	8%	220	510,291	4%	100
Latin, Central and South American origins	1,529	2%	66	19,994	3%	115	355,467	2%	100
African origins	1,125	1%	37	21,973	3%	98	457,647	3%	100
Asian origins	16,127	17%	72	126,910	18%	76	3,419,497	24%	100
West Central Asian and Middle Eastern origins	1,795	2%	47	18,869	3%	67	576,817	4%	100
South Asian origins	6,019	6%	70	67,360	9%	105	1,313,602	9%	100
East Indian	2,924	3%	52	42,937	6%	102	862,651	6%	100
East and Southeast Asian origins	8,653	9%	84	43,716	6%	57	1,561,525	11%	100
Chinese	6,467	7%	106	20,856	3%	46	931,325	6%	100
Filipino	1,535	2%	63	18,232	3%	101	368,438	3%	100

Source: MapInfo Canada, Canadian Estimates and Projections, 2020

Note: The sum of the ethnic groups in this table is greater than the population in private households because a person may report more than one ethnic origin.

3.13 Immigration

Immigration continues to play a greater role in the growth of Canada's population and labour force, leading to increasing levels of cultural diversity. As such, identification of trends in immigration can assist with a greater understanding of changing characteristics and preferences of an area's consumer base.

Table 15: Immigrant Population by Select Places of Birth, 2020

	Uxbridge's Trade Area		Durham Region		Ontario	
		%				%
2020 Total Population in Private Households by Immigrant Status	88,927		659,868		13,682,268	
2020 Total Immigrants	18,247	21%	155,737	24%	3,992,621	29%
Top 5 Immigrant Groups by Place of Birth	United Kingdom	3%	United Kingdom	3%	India	3%
	China	2%	Jamaica	2%	China	2%
	Hong Kong	2%	India	2%	United Kingdom	2%
	Sri Lanka	2%	Guyana	1%	Philippines	2%
	United States	1%	Trinidad & Tobago	1%	Italy	1%

Source: MapInfo Canada, Canadian Estimates and Projections, 2020

3.14 Visible Minorities

Visible minority refers to persons other than aboriginal peoples, who are non-Caucasian in race or non-white in colour.⁹ Based on Canada's cultural diversity, there are a high proportion of people identified as visible minorities. Visible minority characteristics can be used in tandem with ethnic origin data as a means of further assessing targeted product or service development and provision.

Table 16: Population by Visible Minority Status, 2020

Visible minorities	Uxbridge's Trade Area			Durham Region			Ontario		
		%	Index		%	Index		%	Index
2020 Total Population in Private Households by Visible Minority Groups	95,148			709,818			14,497,310		
Total Visible Minority Population	17,827	19%	63	193,978	27%	92	4,290,759	30%	100
Top 3 Visible Minorities	South Asian			South Asian			South Asian		
	Black			Chinese			Chinese		
	Chinese			Black			Black		

Source: MapInfo Canada, Canadian Estimates and Projections, 2020

⁹ As used by Statistics Canada, and defined in the *Employment Equity Act*.

4 HOUSEHOLD EXPENDITURE ESTIMATES

This section presents estimates of the expenditures of trade area residents on particular products and services, which can be critical to estimating market potential. The Canadian Consumer Spend Potential¹⁰ 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 rough 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 as well as possible errors resulting from local survey sampling. The household expenditure estimates include 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 (2020)

- Food
- Shelter
- Household operations
- Clothing and accessories
- Transportation
- Health care
- Personal care
- Recreation
- Reading materials and education
- Alcohol and tobacco
- Games of chance

¹⁰ Canadian Consumer Spend Potential (CanCSP) 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.

Table 17: Consumer Spend Potential Summary, 2020

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Total expenditure	\$4,034,729,962	\$117,428			\$26,849,662,695	\$105,205			\$565,516,939,412	\$99,142		
Total current consumption	\$2,953,175,496	\$85,950	73%	99	\$19,719,639,941	\$77,268	73%	99	\$416,961,753,621	\$73,099	74%	100
Food expenditures	\$386,696,266	\$11,254	10%	100	\$2,558,803,499	\$10,026	10%	100	\$54,283,010,147	\$9,517	10%	100
Shelter	\$892,833,029	\$25,985	22%	96	\$6,103,578,038	\$23,916	23%	100	\$129,510,818,117	\$22,705	23%	100
Household operations	\$217,531,306	\$6,331	5%	100	\$1,450,588,371	\$5,684	5%	100	\$30,682,104,859	\$5,379	5%	100
Household furnishings and equipment	\$115,797,639	\$3,370	3%	100	\$769,583,940	\$3,015	3%	100	\$15,939,070,466	\$2,794	3%	100
Clothing and accessories	\$162,973,648	\$4,743	4%	100	\$1,097,471,671	\$4,300	4%	100	\$23,239,502,792	\$4,074	4%	100
Transportation	\$596,012,564	\$17,346	15%	107	\$3,886,154,203	\$15,227	14%	100	\$81,888,723,071	\$14,356	14%	100
Health care	\$98,850,568	\$2,877	2%	100	\$626,549,427	\$2,455	2%	100	\$13,537,754,545	\$2,373	2%	100
Personal care	\$59,733,547	\$1,738	1%	50	\$399,259,956	\$1,564	1%	50	\$8,498,937,939	\$1,490	2%	100
Recreation	\$183,351,381	\$5,336	5%	125	\$1,170,352,013	\$4,586	4%	100	\$24,757,305,842	\$4,340	4%	100
Education	\$91,711,599	\$2,669	2%	100	\$688,148,596	\$2,696	3%	150	\$13,938,970,605	\$2,444	2%	100
Reading materials and other printed matter	\$7,278,381	\$212	0%	100	\$48,557,664	\$190	0%	100	\$1,017,283,211	\$178	0%	100
Tobacco products and alcoholic beverages	\$54,722,205	\$1,593	1%	100	\$351,548,212	\$1,377	1%	100	\$7,607,684,607	\$1,334	1%	100
Games of chance	\$6,773,751	\$197	0%	100	\$45,903,022	\$180	0%	100	\$980,418,997	\$172	0%	100
Miscellaneous expenditures	\$78,909,611	\$2,297	2%	100	\$523,141,329	\$2,050	2%	100	\$11,080,168,423	\$1,942	2%	100
Income taxes	\$716,456,838	\$20,852	18%	106	\$4,712,423,257	\$18,465	18%	106	\$98,039,738,654	\$17,188	17%	100
Personal insurance payments and pension contributions	\$230,890,186	\$6,720	6%	100	\$1,546,451,046	\$6,059	6%	100	\$31,957,707,081	\$5,603	6%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Gifts of money, support payments and charitable contributions	\$134,207,441	\$3,906	3%	100	\$871,148,451	\$3,413	3%	100	\$18,557,740,056	\$3,253	3%	100

Source: MapInfo Canada, CanCSP 2020

Table 18: Food, 2020

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Food expenditures	\$386,696,266	\$11,254			\$2,558,803,499	\$10,026			\$54,283,010,147	\$9,517		
Food purchased from stores	\$269,627,060	\$7,847	70%	100	\$1,780,027,517	\$6,975	70%	100	\$37,781,734,203	\$6,624	70%	100
Bakery products	\$25,886,415	\$753	7%	100	\$168,457,039	\$660	7%	100	\$3,595,242,904	\$630	7%	100
Bread and unsweetened rolls and buns	\$11,081,014	\$323	3%	100	\$72,109,995	\$283	3%	100	\$1,538,989,052	\$270	3%	100
Cookies and crackers	\$5,379,656	\$157	1%	100	\$35,008,395	\$137	1%	100	\$747,153,487	\$131	1%	100
Other bakery products	\$9,425,745	\$274	2%	100	\$61,338,649	\$240	2%	100	\$1,309,100,365	\$230	2%	100
Cereal grains and cereal products	\$14,650,364	\$426	4%	100	\$98,273,927	\$385	4%	100	\$2,049,462,773	\$359	4%	100
Rice and rice mixes	\$1,734,344	\$50	0%	100	\$11,633,864	\$46	0%	100	\$242,617,712	\$43	0%	100
Pasta products	\$2,236,334	\$65	1%	100	\$15,001,055	\$59	1%	100	\$312,843,406	\$55	1%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Other cereal grains and cereal products	\$10,679,687	\$311	3%	100	\$71,639,008	\$281	3%	100	\$1,494,001,655	\$262	3%	100
Fruit, fruit preparations and nuts	\$32,573,988	\$948	8%	89	\$217,903,200	\$854	9%	100	\$4,629,743,876	\$812	9%	100
Fresh fruit	\$21,255,604	\$619	5%	83	\$142,188,962	\$557	6%	100	\$3,021,057,729	\$530	6%	100
Preserved fruit and fruit preparations	\$7,218,860	\$210	2%	100	\$48,290,383	\$189	2%	100	\$1,026,016,476	\$180	2%	100
Nuts and seeds	\$4,099,524	\$119	1%	100	\$27,423,855	\$107	1%	100	\$582,669,671	\$102	1%	100
Vegetables and vegetable preparations	\$31,060,285	\$904	8%	100	\$208,995,827	\$819	8%	100	\$4,439,464,992	\$778	8%	100
Fresh vegetables	\$23,317,430	\$679	6%	100	\$156,896,280	\$615	6%	100	\$3,332,775,530	\$584	6%	100
Frozen and dried vegetables	\$2,344,896	\$68	1%	100	\$15,778,370	\$62	1%	100	\$335,158,774	\$59	1%	100
Canned vegetables and other vegetable preparations	\$5,397,959	\$157	1%	100	\$36,321,177	\$142	1%	100	\$771,530,688	\$135	1%	100
Dairy products and eggs	\$38,741,532	\$1,128	10%	100	\$252,463,819	\$989	10%	100	\$5,365,203,241	\$941	10%	100
Cheese	\$13,006,022	\$379	3%	100	\$84,755,506	\$332	3%	100	\$1,801,170,370	\$316	3%	100
Milk	\$8,993,608	\$262	2%	100	\$58,608,027	\$230	2%	100	\$1,245,500,440	\$218	2%	100
Butter	\$1,844,818	\$54	0%	100	\$12,021,986	\$47	0%	100	\$255,485,959	\$45	0%	100
Ice cream and ice milk (including novelties)	\$2,352,229	\$68	1%	100	\$15,328,480	\$60	1%	100	\$325,749,317	\$57	1%	100
Other dairy products	\$8,855,227	\$258	2%	100	\$57,706,040	\$226	2%	100	\$1,226,331,612	\$215	2%	100
Eggs and other egg products	\$3,689,628	\$107	1%	100	\$24,043,780	\$94	1%	100	\$510,965,543	\$90	1%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
												100
Meat	\$50,701,157	\$1,476	13%	100	\$333,151,280	\$1,305	13%	100	\$7,079,307,142	\$1,241	13%	100
Meat (except processed meat)	\$31,911,148	\$929	8%	100	\$209,684,407	\$822	8%	100	\$4,455,692,896	\$781	8%	100
Processed meat	\$18,790,009	\$547	5%	100	\$123,466,873	\$484	5%	100	\$2,623,614,246	\$460	5%	100
Fish and seafood	\$9,579,131	\$279	2%	67	\$64,118,577	\$251	3%	100	\$1,384,191,654	\$243	3%	100
Fresh or frozen fish	\$4,354,201	\$127	1%	100	\$29,145,125	\$114	1%	100	\$629,183,751	\$110	1%	100
Canned fish or other preserved fish	\$1,698,093	\$49	0%	100	\$11,366,401	\$45	0%	100	\$245,378,140	\$43	0%	100
Seafood and other marine products	\$3,526,838	\$103	1%	100	\$23,607,051	\$92	1%	100	\$509,629,763	\$89	1%	100
Non-alcoholic beverages and other food products	\$66,434,187	\$1,934	17%	100	\$436,663,848	\$1,711	17%	100	\$9,239,117,621	\$1,620	17%	100
Non-alcoholic beverages and beverage mixes	\$19,609,508	\$571	5%	100	\$128,890,951	\$505	5%	100	\$2,727,133,290	\$478	5%	100
Sugar and confectionery	\$11,545,849	\$336	3%	100	\$75,889,440	\$297	3%	100	\$1,605,700,881	\$282	3%	100
Margarine, oils and fats (excluding butter)	\$2,474,113	\$72	1%	100	\$16,261,943	\$64	1%	100	\$344,076,217	\$60	1%	100
Condiments, spices and vinegars	\$10,629,421	\$309	3%	100	\$69,865,863	\$274	3%	100	\$1,478,253,791	\$259	3%	100
Infant food	\$1,191,189	\$35	0%	100	\$7,829,759	\$31	0%	100	\$165,665,295	\$29	0%	100
Frozen prepared food	\$5,452,210	\$159	1%	100	\$35,836,679	\$140	1%	100	\$758,247,965	\$133	1%	100
Soup (except infant soup)	\$2,474,102	\$72	1%	100	\$16,261,865	\$64	1%	100	\$344,074,029	\$60	1%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Ready-to-serve prepared food	\$3,940,231	\$115	1%	100	\$25,898,873	\$101	1%	100	\$547,975,849	\$96	1%	100
Snack food	\$4,306,769	\$125	1%	100	\$28,307,794	\$111	1%	100	\$598,948,066	\$105	1%	100
Other food preparations	\$4,810,795	\$140	1%	100	\$31,620,681	\$124	1%	100	\$669,042,238	\$117	1%	100
												100
Food purchased from restaurants	\$117,069,206	\$3,407	30%	100	\$778,775,982	\$3,051	30%	100	\$16,501,275,944	\$2,893	30%	100
Restaurant meals	\$103,330,855	\$3,007	27%	100	\$684,043,259	\$2,680	27%	100	\$14,500,642,398	\$2,542	27%	100
Restaurant dinners	\$57,441,390	\$1,672	15%	100	\$380,258,012	\$1,490	15%	100	\$8,060,873,720	\$1,413	15%	100
Restaurant lunches	\$38,021,431	\$1,107	10%	100	\$251,699,114	\$986	10%	100	\$5,335,626,376	\$935	10%	100
Restaurant breakfasts	\$7,868,034	\$229	2%	100	\$52,086,133	\$204	2%	100	\$1,104,142,302	\$194	2%	100
												100
Restaurant snacks and beverages	\$13,738,351	\$400	4%	100	\$94,732,723	\$371	4%	100	\$2,000,633,546	\$351	4%	100

Source: MapInfo Canada, CanCSP 2020

Table 19: Shelter, 2020

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Shelter	\$892,833,029	\$25,985			\$6,103,578,038	\$23,916			\$129,510,818,117	\$22,705		
Principal accommodation	\$795,464,416	\$23,151	89%	99	\$5,472,442,033	\$21,443	90%	100	\$116,550,224,915	\$20,433	90%	100
Rented living quarters	\$134,015,086	\$3,900	15%	75	\$1,046,380,491	\$4,100	17%	85	\$25,720,430,688	\$4,509	20%	100
Rent	\$129,826,884	\$3,779	15%	79	\$1,016,097,625	\$3,981	17%	89	\$24,969,493,812	\$4,377	19%	100
Tenants' repairs and improvements	\$1,414,954	\$41	0%	100	\$9,624,264	\$38	0%	100	\$242,439,123	\$43	0%	100
Tenants' insurance premiums	\$2,396,873	\$70	0%	100	\$17,379,661	\$68	0%	100	\$426,450,066	\$75	0%	100
Parking at rented living quarters (excluding amounts reported with rent)	\$376,375	\$11	0%	100	\$3,278,941	\$13	0%	100	\$82,047,687	\$14	0%	100
Owned living quarters	\$530,748,989	\$15,447	59%	104	\$3,588,463,838	\$14,061	59%	104	\$73,292,221,548	\$12,849	57%	100
Mortgage paid for owned living quarters	\$291,448,299	\$8,482	33%	106	\$2,000,472,229	\$7,838	33%	106	\$40,171,396,472	\$7,043	31%	100
Repairs and maintenance for owned living quarters	\$27,004,553	\$786	3%	100	\$175,136,613	\$686	3%	100	\$3,639,665,917	\$638	3%	100
Condominium fees for owned living quarters	\$15,665,701	\$456	2%	100	\$118,156,581	\$463	2%	100	\$2,572,639,464	\$451	2%	100
Property and school taxes for owned living quarters	\$111,164,535	\$3,235	12%	100	\$740,196,705	\$2,900	12%	100	\$15,258,092,654	\$2,675	12%	100
Homeowners' insurance premiums for owned living quarters	\$40,253,788	\$1,172	5%	125	\$253,417,215	\$993	4%	100	\$5,273,567,435	\$925	4%	100
Other expenditures for owned living quarters	\$45,212,113	\$1,316	5%	100	\$301,084,495	\$1,180	5%	100	\$6,376,859,606	\$1,118	5%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Commissions for sale of real estate owned by the household	\$20,497,598	\$597	2%	100	\$136,762,887	\$536	2%	100	\$2,981,429,438	\$523	2%	100
Legal fees related to owned living quarters	\$4,755,827	\$138	1%	100	\$29,558,126	\$116	0%	100	\$627,496,562	\$110	0%	100
Mortgage insurance premiums for owned living quarters	\$5,529,414	\$161	1%	100	\$35,626,353	\$140	1%	100	\$708,456,743	\$124	1%	100
Registration fees, renewal fees and early renewal or closing penalties for owned living quarters	\$1,821,953	\$53	0%	100	\$13,809,531	\$54	0%	100	\$257,975,229	\$45	0%	100
Transfer taxes and land registration fees for owned living quarters	\$10,221,869	\$297	1%	100	\$71,328,609	\$279	1%	100	\$1,496,095,227	\$262	1%	100
All other expenses related to owned living quarters (excluding repairs and maintenance)	\$2,385,453	\$69	0%	100	\$13,998,989	\$55	0%	100	\$305,406,407	\$54	0%	100
Water, fuel and electricity for principal accommodation	\$130,700,341	\$3,804	15%	107	\$837,597,704	\$3,282	14%	100	\$17,537,572,679	\$3,075	14%	100
Water and sewage for principal accommodation	\$20,205,384	\$588	2%	100	\$141,040,410	\$553	2%	100	\$2,833,351,848	\$497	2%	100
Electricity for principal accommodation	\$74,412,747	\$2,166	8%	100	\$459,939,730	\$1,802	8%	100	\$9,851,117,491	\$1,727	8%	100
Natural gas for principal accommodation	\$26,128,458	\$760	3%	100	\$181,313,778	\$710	3%	100	\$3,703,184,034	\$649	3%	100
Other fuel for principal accommodation	\$9,953,752	\$290	1%	100	\$55,303,786	\$217	1%	100	\$1,149,919,306	\$202	1%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Other accommodation	\$97,368,613	\$2,834	11%	110	\$631,136,005	\$2,473	10%	100	\$12,960,593,202	\$2,272	10%	100
Owned vacation homes and other secondary residences	\$41,541,358	\$1,209	5%	125	\$264,769,313	\$1,037	4%	100	\$5,534,942,508	\$970	4%	100
Mortgage paid for owned vacation homes and other secondary residences	\$11,737,619	\$342	1%	100	\$81,669,619	\$320	1%	100	\$1,631,578,803	\$286	1%	100
Property and school taxes, water and sewage charges for owned vacation homes and other secondary residences	\$7,963,126	\$232	1%	100	\$49,225,479	\$193	1%	100	\$1,062,907,862	\$186	1%	100
Insurance premiums for owned vacation homes and other secondary residences	\$3,387,872	\$99	0%	100	\$20,753,315	\$81	0%	100	\$450,255,113	\$79	0%	100
Electricity and fuel (e.g. natural gas and wood) for owned vacation homes and other secondary residences	\$3,463,797	\$101	0%	100	\$21,093,396	\$83	0%	100	\$448,567,413	\$79	0%	100
Communication and home security services, satellite radio and Internet for owned vacation homes and other secondary residences	\$1,375,290	\$40	0%	100	\$8,656,447	\$34	0%	100	\$187,102,164	\$33	0%	100
Other expenses for owned vacation homes and other secondary residences	\$13,613,653	\$396	2%	200	\$83,371,057	\$327	1%	100	\$1,754,531,153	\$308	1%	100
Other owned properties	\$17,627,570	\$513	2%	100	\$114,617,657	\$449	2%	100	\$2,262,334,497	\$397	2%	100
Accommodation away from home	\$38,199,686	\$1,112	4%	100	\$251,749,035	\$986	4%	100	\$5,163,316,197	\$905	4%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Hotels and motels	\$22,398,224	\$652	3%	150	\$144,425,633	\$566	2%	100	\$3,032,653,115	\$532	2%	100
Other accommodation away from home	\$15,801,462	\$460	2%	100	\$107,323,402	\$421	2%	100	\$2,130,663,082	\$374	2%	100

Source: MapInfo Canada, CanCSP 2020

Table 20: Household Operation, 2020

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Household operations	\$217,531,306	\$6,331			\$1,450,588,371	\$5,684			\$30,682,104,859	\$5,379		
Communications	\$104,648,676	\$3,046	48%	98	\$703,714,460	\$2,757	49%	100	\$15,044,848,065	\$2,638	49%	100
Telephone	\$71,341,088	\$2,076	33%	100	\$479,421,181	\$1,879	33%	100	\$10,234,580,295	\$1,794	33%	100
Landline telephone services	\$14,274,134	\$415	7%	117	\$89,597,988	\$351	6%	100	\$1,933,447,037	\$339	6%	100
Cell phone and pager services	\$52,375,343	\$1,524	24%	96	\$356,697,895	\$1,398	25%	100	\$7,587,356,746	\$1,330	25%	100
Purchase of telephones and equipment	\$4,691,611	\$137	2%	100	\$33,125,298	\$130	2%	100	\$713,776,512	\$125	2%	100
Internet access services	\$28,245,169	\$822	13%	100	\$189,360,859	\$742	13%	100	\$4,070,647,984	\$714	13%	100
On-line services	\$3,273,955	\$95	2%	100	\$22,898,098	\$90	2%	100	\$480,395,362	\$84	2%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Postal, courier and other communication services	\$1,788,465	\$52	1%	100	\$12,034,322	\$47	1%	100	\$259,224,424	\$45	1%	100
Domestic and other custodial services (excluding child care)	\$8,598,056	\$250	4%	100	\$55,671,984	\$218	4%	100	\$1,187,866,448	\$208	4%	100
Pet expenses	\$29,691,304	\$864	14%	108	\$193,498,531	\$758	13%	100	\$4,045,245,946	\$709	13%	100
Pet food	\$13,359,375	\$389	6%	100	\$82,747,800	\$324	6%	100	\$1,762,978,855	\$309	6%	100
Purchase of pets and pet-related goods	\$2,699,435	\$79	1%	100	\$20,687,036	\$81	1%	100	\$395,366,963	\$69	1%	100
Veterinarian and other services	\$13,632,494	\$397	6%	100	\$90,063,695	\$353	6%	100	\$1,886,900,128	\$331	6%	100
Household cleaning supplies and equipment	\$9,648,131	\$281	4%	100	\$63,998,496	\$251	4%	100	\$1,361,035,410	\$239	4%	100
Detergent and other soaps	\$4,042,024	\$118	2%	100	\$27,044,378	\$106	2%	100	\$569,239,559	\$100	2%	100
Cleaning equipment (non-electric)	\$1,231,132	\$36	1%	100	\$8,213,817	\$32	1%	100	\$173,788,998	\$30	1%	100
Other household cleaning supplies	\$4,374,975	\$127	2%	100	\$28,740,301	\$113	2%	100	\$618,006,853	\$108	2%	100
Paper, plastic and foil supplies	\$14,479,358	\$421	7%	100	\$94,066,487	\$369	6%	86	\$2,024,054,517	\$355	7%	100
Stationery (excluding school supplies)	\$4,844,516	\$141	2%	100	\$31,892,658	\$125	2%	100	\$683,767,632	\$120	2%	100
Other paper supplies	\$7,298,852	\$212	3%	100	\$47,802,477	\$187	3%	100	\$1,024,199,975	\$180	3%	100
Plastic and foil supplies	\$2,335,990	\$68	1%	100	\$14,371,352	\$56	1%	100	\$316,086,910	\$55	1%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Garden supplies and services	\$25,338,101	\$737	12%	109	\$163,383,664	\$640	11%	100	\$3,479,044,369	\$610	11%	100
Nursery and greenhouse stock, cut flowers, decorative plants and planting seeds	\$8,447,098	\$246	4%	100	\$55,974,880	\$219	4%	100	\$1,174,413,834	\$206	4%	100
Fertilizers, herbicides, insecticides, pesticides, soil and soil conditioners	\$2,549,090	\$74	1%	100	\$15,797,231	\$62	1%	100	\$335,461,556	\$59	1%	100
Horticultural services, snow and garbage removal	\$8,339,605	\$243	4%	100	\$49,451,095	\$194	3%	75	\$1,111,379,157	\$195	4%	100
Other household supplies	\$6,002,309	\$175	3%	100	\$42,160,458	\$165	3%	100	\$857,789,822	\$150	3%	100
Child care	\$25,127,680	\$731	12%	100	\$176,254,749	\$691	12%	100	\$3,540,010,104	\$621	12%	100
Child care outside the home	\$21,733,836	\$633	10%	100	\$152,336,990	\$597	11%	110	\$3,052,164,025	\$535	10%	100
Child care in the home (regular and occasional)	\$3,393,844	\$99	2%	100	\$23,917,759	\$94	2%	100	\$487,846,079	\$86	2%	100
Household furnishings and equipment	\$115,797,639	\$3,370			\$769,583,940	\$3,015			\$15,939,070,466	\$2,794		100
Household furnishings	\$45,591,716	\$1,327	39%	95	\$313,922,926	\$1,230	41%	100	\$6,560,463,983	\$1,150	41%	100
Furniture	\$31,677,214	\$922	27%	93	\$216,155,067	\$847	28%	97	\$4,568,971,563	\$801	29%	100
Rugs, mats and underpadding	\$1,620,668	\$47	1%	100	\$11,231,073	\$44	1%	100	\$237,465,642	\$42	1%	100
Art, antiques and decorative ware	\$3,410,479	\$99	3%	100	\$24,562,530	\$96	3%	100	\$498,955,247	\$87	3%	100
Linens	\$3,817,630	\$111	3%	100	\$26,900,955	\$105	3%	100	\$548,913,420	\$96	3%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Other household furnishings (curtains, mirrors, and picture frames)	\$5,065,726	\$147	4%	100	\$35,073,301	\$137	5%	125	\$706,158,111	\$124	4%	100
Household equipment	\$61,671,413	\$1,795	53%	104	\$389,556,134	\$1,526	51%	100	\$8,166,130,697	\$1,432	51%	100
Household Appliances	\$28,758,885	\$837	25%	104	\$181,650,463	\$712	24%	100	\$3,825,399,605	\$671	24%	100
Refrigerators and freezers	\$5,229,106	\$152	5%	125	\$32,641,752	\$128	4%	100	\$696,932,017	\$122	4%	100
Microwave ovens	\$681,567	\$20	1%	100	\$4,430,954	\$17	1%	100	\$94,986,536	\$17	1%	100
Cooking appliances	\$5,011,110	\$146	4%	100	\$32,897,930	\$129	4%	100	\$695,721,397	\$122	4%	100
Washers and dryers	\$4,786,655	\$139	4%	100	\$30,620,112	\$120	4%	100	\$636,448,102	\$112	4%	100
Dishwashers	\$1,882,177	\$55	2%	100	\$11,442,310	\$45	1%	50	\$246,820,271	\$43	2%	100
Room air conditioners, portable humidifiers and dehumidifiers	\$1,043,575	\$30	1%	100	\$6,891,840	\$27	1%	100	\$151,687,016	\$27	1%	100
Other electric equipment and appliances (including parts and attachments)	\$10,124,694	\$295	9%	113	\$62,725,565	\$246	8%	100	\$1,302,804,266	\$228	8%	100
Other household equipment	\$32,912,529	\$958	28%	104	\$207,905,671	\$815	27%	100	\$4,340,731,092	\$761	27%	100
Home and workshop tools and equipment	\$8,556,212	\$249	7%	117	\$48,369,638	\$190	6%	100	\$1,030,969,200	\$181	6%	100
Lawn, garden and snow-removal equipment and tools	\$6,987,221	\$203	6%	100	\$46,334,489	\$182	6%	100	\$996,877,501	\$175	6%	100
Other household	\$9,795,153	\$285	8%	100	\$67,762,162	\$266	9%	113	\$1,345,952,022	\$236	8%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
equipment, parts and accessories												
Maintenance and repairs of household furnishings and equipment	\$3,762,867	\$110	3%	100	\$32,085,820	\$126	4%	133	\$532,200,931	\$93	3%	100
Services related to household furnishings and equipment	\$4,771,643	\$139	4%	100	\$34,019,060	\$133	4%	100	\$680,274,855	\$119	4%	100
Rental of heating equipment	\$2,461,894	\$72	2%	100	\$18,404,473	\$72	2%	100	\$354,824,445	\$62	2%	100
Home security services	\$2,309,749	\$67	2%	100	\$15,614,587	\$61	2%	100	\$325,450,410	\$57	2%	100

Source: MapInfo Canada, CanCSP 2020

Table 21: Clothing and accessories

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Clothing and accessories	\$162,973,648	\$4,743			\$1,097,471,671	\$4,300			\$23,239,502,792	\$4,074		
Women's and girls' wear (women and girls aged 4 years and over)	\$80,751,238	\$2,350	50%	102	\$542,467,574	\$2,126	49%	100	\$11,437,678,151	\$2,005	49%	100
Clothing (women and girls aged 4 years and over)	\$54,171,559	\$1,577	33%	100	\$361,154,064	\$1,415	33%	100	\$7,633,524,386	\$1,338	33%	100
Footwear (women and girls aged 4 years and over)	\$16,393,078	\$477	10%	100	\$110,449,743	\$433	10%	100	\$2,350,682,567	\$412	10%	100
Athletic footwear (women and girls aged 4 years and over)	\$5,884,748	\$171	4%	100	\$39,585,654	\$155	4%	100	\$833,414,416	\$146	4%	100
Other footwear (women and girls aged 4 years and over)	\$10,508,331	\$306	6%	86	\$70,864,089	\$278	6%	86	\$1,517,268,151	\$266	7%	100
Accessories (women and girls aged 4 years and over)	\$4,023,653	\$117	2%	67	\$28,465,251	\$112	3%	100	\$595,516,568	\$104	3%	100
Watches and jewellery (women and girls aged 4 years and over)	\$6,162,947	\$179	4%	100	\$42,398,516	\$166	4%	100	\$857,954,630	\$150	4%	100
Watches (women and girls aged 4 years and over)	\$1,125,957	\$33	1%	100	\$7,806,664	\$31	1%	100	\$155,969,986	\$27	1%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Jewellery (women and girls aged 4 years and over)	\$5,036,990	\$147	3%	100	\$34,591,852	\$136	3%	100	\$701,984,644	\$123	3%	100
Men's and boys' wear (men and boys aged 4 years and over)	\$55,406,019	\$1,613	34%	100	\$374,979,907	\$1,469	34%	100	\$7,913,019,361	\$1,387	34%	100
Clothing (men and boys aged 4 years and over)	\$37,268,679	\$1,085	23%	100	\$250,694,379	\$982	23%	100	\$5,293,216,763	\$928	23%	100
Footwear (men and boys aged 4 years and over)	\$12,992,169	\$378	8%	100	\$89,216,166	\$350	8%	100	\$1,871,576,486	\$328	8%	100
Athletic footwear (men and boys aged 4 years and over)	\$6,439,417	\$187	4%	100	\$45,137,135	\$177	4%	100	\$928,988,885	\$163	4%	100
Other footwear (men and boys aged 4 years and over)	\$6,552,752	\$191	4%	100	\$44,079,031	\$173	4%	100	\$942,587,601	\$165	4%	100
Accessories (men and boys aged 4 years and over)	\$2,478,336	\$72	2%	100	\$17,155,202	\$67	2%	100	\$359,910,701	\$63	2%	100
Watches and jewellery (men and boys aged 4 years and over)	\$2,666,835	\$78	2%	100	\$17,914,160	\$70	2%	100	\$388,315,411	\$68	2%	100
Watches (men and boys aged 4 years and over)	\$1,640,544	\$48	1%	100	\$11,449,708	\$45	1%	100	\$245,045,274	\$43	1%	100
Jewellery (men and boys)	\$1,026,290	\$30	1%	100	\$6,464,452	\$25	1%	100	\$143,270,137	\$25	1%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
aged 4 years and over)												
Children's wear (children under 4 years)	\$3,572,971	\$104	2%	100	\$23,821,814	\$93	2%	100	\$502,135,866	\$88	2%	100
Clothing and cloth diapers (children under 4 years)	\$2,892,284	\$84	2%	100	\$19,316,747	\$76	2%	100	\$407,352,351	\$71	2%	100
Footwear (children under 4 years)	\$680,687	\$20	0%	100	\$4,505,067	\$18	0%	100	\$94,783,515	\$17	0%	100
Gifts of clothing for non-household members	\$16,539,865	\$481	10%	100	\$110,340,272	\$432	10%	100	\$2,402,362,470	\$421	10%	100
Clothing fabric, yarn, thread, and other notions	\$2,433,807	\$71	1%	100	\$14,604,200	\$57	1%	100	\$300,083,264	\$53	1%	100
Clothing services	\$4,269,748	\$124	3%	100	\$31,257,904	\$122	3%	100	\$684,223,680	\$120	3%	100
Laundry and dry-cleaning services	\$2,048,674	\$60	1%	100	\$14,571,175	\$57	1%	100	\$308,360,089	\$54	1%	100
Laundromats and self-service dry cleaning	\$1,262,663	\$37	1%	100	\$10,840,324	\$42	1%	100	\$248,238,728	\$44	1%	100
Clothing rental, tailoring, alteration services and other clothing services	\$958,410	\$28	1%	100	\$5,846,405	\$23	1%	100	\$127,624,863	\$22	1%	100

Source: MapInfo Canada, CanCSP 2020

Table 22: Transportation, 2020

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Transportation	\$596,012,564	\$17,346			\$3,886,154,203	\$15,227			\$81,888,723,071	\$14,356		
Private transportation	\$544,447,288	\$15,846	91%	101	\$3,513,203,681	\$13,766	90%	100	\$73,896,025,626	\$12,955	90%	100
Private use automobiles, vans and trucks	\$263,191,430	\$7,660	44%	102	\$1,660,090,464	\$6,505	43%	100	\$35,168,879,768	\$6,166	43%	100
Purchase of automobiles, vans and trucks	\$236,295,273	\$6,877	40%	105	\$1,467,794,921	\$5,751	38%	100	\$31,304,036,357	\$5,488	38%	100
Automobiles (purchase)	\$81,539,446	\$2,373	14%	100	\$536,096,341	\$2,101	14%	100	\$11,550,370,754	\$2,025	14%	100
Vans (including mini-vans, purchase)	\$16,607,693	\$483	3%	100	\$97,088,231	\$380	2%	67	\$2,160,156,468	\$379	3%	100
Trucks (including sport utility vehicles, purchase)	\$138,148,134	\$4,021	23%	110	\$834,610,349	\$3,270	21%	100	\$17,593,509,135	\$3,084	21%	100
Accessories for automobiles, vans and trucks	\$2,464,061	\$72	0%	100	\$15,561,645	\$61	0%	100	\$333,089,219	\$58	0%	100
Fees for leased automobiles, vans and trucks	\$24,432,096	\$711	4%	100	\$176,733,898	\$692	5%	125	\$3,531,754,192	\$619	4%	100
Regular fees for leased automobiles, vans and trucks	\$21,885,334	\$637	4%	100	\$151,329,189	\$593	4%	100	\$3,134,312,291	\$549	4%	100
Regular fees for leased automobiles	\$10,365,976	\$302	2%	100	\$71,822,679	\$281	2%	100	\$1,539,323,550	\$270	2%	100
Regular fees for leased vans and trucks	\$11,519,357	\$335	2%	100	\$79,506,510	\$312	2%	100	\$1,594,988,741	\$280	2%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Other costs for leased automobiles, vans and trucks (include down payment and closing costs)	\$2,546,762	\$74	0%	100	\$25,404,709	\$100	1%	100	\$397,441,901	\$70	0%	100
Rented automobiles, vans and trucks	\$2,762,871	\$80	0%	100	\$19,280,627	\$76	0%	100	\$408,593,295	\$72	0%	100
Automobile, van and truck operations	\$274,392,157	\$7,986	46%	100	\$1,807,368,432	\$7,082	47%	102	\$37,736,383,448	\$6,616	46%	100
Registration fees for automobiles, vans and trucks (including insurance if part of registration)	\$27,422,384	\$798	5%	100	\$173,918,126	\$681	4%	80	\$3,757,448,445	\$659	5%	100
Private and public vehicle insurance premiums	\$57,070,680	\$1,661	10%	100	\$393,426,497	\$1,542	10%	100	\$8,109,140,333	\$1,422	10%	100
Tires, batteries, and other parts and supplies for vehicles	\$19,000,477	\$553	3%	100	\$122,673,639	\$481	3%	100	\$2,510,234,279	\$440	3%	100
Maintenance and repairs of vehicles	\$53,628,488	\$1,561	9%	100	\$355,977,178	\$1,395	9%	100	\$7,435,587,681	\$1,304	9%	100
Vehicle security and communication services	\$368,756	\$11	0%	100	\$2,110,506	\$8	0%	100	\$45,268,589	\$8	0%	100
Gas and other fuels (all vehicles and tools)	\$103,843,244	\$3,022	17%	100	\$665,748,414	\$2,609	17%	100	\$13,905,315,287	\$2,438	17%	100
Parking (excluding parking fees included in rent and traffic and parking tickets)	\$10,343,660	\$301	2%	100	\$74,004,761	\$290	2%	100	\$1,557,611,235	\$273	2%	100
Other automobile, van and truck operation services	\$2,714,468	\$79	0%	0	\$19,509,311	\$76	1%	100	\$415,777,599	\$73	1%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Drivers' licences and tests, and driving lessons	\$4,100,831	\$119	1%	100	\$26,464,158	\$104	1%	100	\$582,169,115	\$102	1%	100
Drivers' licences and tests	\$2,829,329	\$82	0%	100	\$17,523,833	\$69	0%	100	\$394,540,892	\$69	0%	100
Driving lessons	\$1,271,501	\$37	0%	100	\$8,940,325	\$35	0%	100	\$187,628,223	\$33	0%	100
Public transportation	\$51,565,276	\$1,501	9%	90	\$372,950,522	\$1,461	10%	100	\$7,992,697,445	\$1,401	10%	100
City or commuter bus, subway, street car and commuter train	\$9,465,191	\$275	2%	100	\$75,098,870	\$294	2%	100	\$1,677,753,370	\$294	2%	100
Taxi (including tips)	\$3,752,969	\$109	1%	100	\$27,661,775	\$108	1%	100	\$611,894,446	\$107	1%	100
Other local passenger transportation	\$1,895,815	\$55	0%	100	\$12,696,468	\$50	0%	100	\$262,756,997	\$46	0%	100
Airplane	\$30,758,922	\$895	5%	83	\$218,200,233	\$855	6%	100	\$4,605,707,123	\$807	6%	100
Inter-city bus	\$248,289	\$7	0%	100	\$1,779,448	\$7	0%	100	\$41,705,253	\$7	0%	100
Other inter-city passenger transportation services	\$1,838,034	\$53	0%	100	\$12,878,995	\$50	0%	100	\$259,401,654	\$45	0%	100
Household moving, storage and delivery services	\$3,606,056	\$105	1%	100	\$24,634,733	\$97	1%	100	\$533,478,602	\$94	1%	100

Source: MapInfo Canada, CanCSP 2020

Table 23: Health Care, 2020

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Health care	\$98,850,568	\$2,877			\$626,549,427	\$2,455			\$13,537,754,545	\$2,373		
Direct health care costs to household	\$69,067,813	\$2,010	70%	100	\$435,032,167	\$1,705	69%	99	\$9,485,316,151	\$1,663	70%	100
Prescribed medicines and pharmaceutical products	\$17,381,762	\$506	18%	106	\$104,841,298	\$411	17%	100	\$2,347,536,283	\$412	17%	100
Non-prescribed medicines, pharmaceutical products and health care supplies	\$17,132,292	\$499	17%	100	\$107,712,572	\$422	17%	100	\$2,312,795,660	\$405	17%	100
Health care services	\$8,989,838	\$262	9%	100	\$58,915,236	\$231	9%	100	\$1,269,661,945	\$223	9%	100
Health care practitioners (excluding general practitioners and specialists)	\$5,554,579	\$162	6%	100	\$37,294,787	\$146	6%	100	\$800,180,718	\$140	6%	100
Health care by general practitioners and specialists	\$1,616,780	\$47	2%	100	\$9,983,512	\$39	2%	100	\$214,367,626	\$38	2%	100
Weight control programs, smoking cessation programs and other medical services	\$788,793	\$23	1%	100	\$5,315,961	\$21	1%	100	\$109,532,288	\$19	1%	100
Hospital care, nursing homes and other residential care facilities	\$1,029,687	\$30	1%	100	\$6,320,976	\$25	1%	100	\$145,581,313	\$26	1%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Eye-care goods and services	\$9,191,554	\$268	9%	100	\$58,675,917	\$230	9%	100	\$1,280,377,616	\$224	9%	100
Prescription eye wear	\$6,001,478	\$175	6%	100	\$38,190,839	\$150	6%	100	\$823,141,239	\$144	6%	100
Non-prescription eye wear and other eye-care goods	\$1,519,479	\$44	2%	100	\$9,948,933	\$39	2%	100	\$225,723,997	\$40	2%	100
Eye-care services (e.g. surgery, exams)	\$1,670,597	\$49	2%	100	\$10,536,145	\$41	2%	100	\$231,512,380	\$41	2%	100
Dental services	\$16,372,368	\$477	17%	100	\$104,887,144	\$411	17%	100	\$2,274,944,647	\$399	17%	100
Private health insurance plan premiums	\$29,782,755	\$867	30%	100	\$191,517,260	\$750	31%	103	\$4,052,438,394	\$710	30%	100
Private health care plan premiums	\$21,792,662	\$634	22%	100	\$139,631,784	\$547	22%	100	\$2,987,544,689	\$524	22%	100
Dental plan premiums	\$2,104,338	\$61	2%	100	\$13,607,218	\$53	2%	100	\$285,643,910	\$50	2%	100
Accident or disability insurance premiums	\$5,885,756	\$171	6%	100	\$38,278,258	\$150	6%	100	\$779,249,795	\$137	6%	100

Source: MapInfo Canada, CanCSP 2020

Table 24: Personal Care, 2020

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Personal care	\$59,733,547	\$1,738			\$399,259,956	\$1,564			\$8,498,937,939	\$1,490		
Personal care products	\$33,248,390	\$968	56%	100	\$222,037,575	\$870	56%	100	\$4,734,581,674	\$830	56%	100
Hair care products	\$4,003,358	\$117	7%	100	\$26,935,202	\$106	7%	100	\$571,285,687	\$100	7%	100
Makeup, skin care, manicure and fragrance products	\$13,192,424	\$384	22%	100	\$87,078,487	\$341	22%	100	\$1,872,247,561	\$328	22%	100
Makeup, skin care and manicure products	\$11,828,329	\$344	20%	100	\$78,782,185	\$309	20%	100	\$1,687,639,863	\$296	20%	100
Fragrance products	\$1,364,095	\$40	2%	100	\$8,296,302	\$33	2%	100	\$184,607,698	\$32	2%	100
Personal deodorants	\$637,648	\$19	1%	100	\$4,265,352	\$17	1%	100	\$92,136,153	\$16	1%	100
Body soaps	\$2,333,345	\$68	4%	100	\$15,746,597	\$62	4%	100	\$336,974,248	\$59	4%	100
Oral hygiene products	\$2,746,598	\$80	5%	100	\$19,193,676	\$75	5%	100	\$403,164,228	\$71	5%	100
Disposable diapers	\$2,439,592	\$71	4%	100	\$16,264,339	\$64	4%	100	\$348,828,109	\$61	4%	100
Other personal care supplies and equipment	\$7,895,425	\$230	13%	100	\$52,553,922	\$206	13%	100	\$1,109,945,688	\$195	13%	100
Personal care services	\$26,485,157	\$771	44%	100	\$177,222,381	\$694	44%	100	\$3,764,356,265	\$660	44%	100
Hair grooming services	\$20,413,294	\$594	34%	100	\$136,330,941	\$534	34%	100	\$2,893,704,408	\$507	34%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Other personal care services	\$6,071,864	\$177	10%	100	\$40,891,440	\$160	10%	100	\$870,651,857	\$153	10%	100

Source: MapInfo Canada, CanCSP 2020

Table 25: Recreation, 2020

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Recreation	\$183,351,381	\$5,336			\$1,170,352,013	\$4,586			\$24,757,305,842	\$4,340		
Recreation equipment and related services	\$44,684,532	\$1,301	24%	96	\$301,030,337	\$1,180	26%	104	\$6,217,466,631	\$1,090	25%	100
Sports, athletic and recreation equipment and related services	\$5,820,011	\$169	3%	100	\$39,556,756	\$155	3%	100	\$806,794,749	\$141	3%	100
Outdoor play equipment and accessories	\$566,577	\$16	0%	100	\$3,764,257	\$15	0%	100	\$76,638,212	\$13	0%	100
Children's toys	\$7,531,564	\$219	4%	100	\$50,480,196	\$198	4%	100	\$1,055,617,599	\$185	4%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Video game systems and accessories (excluding for computers)	\$2,253,723	\$66	1%	100	\$14,679,940	\$58	1%	100	\$297,699,226	\$52	1%	100
Art and craft materials	\$1,489,790	\$43	1%	100	\$10,097,643	\$40	1%	100	\$207,512,259	\$36	1%	100
Computer equipment and supplies	\$15,899,729	\$463	9%	100	\$107,703,392	\$422	9%	100	\$2,240,847,916	\$393	9%	100
Computer hardware	\$7,687,817	\$224	4%	80	\$52,508,054	\$206	4%	80	\$1,116,831,488	\$196	5%	100
Computer software and video game systems	\$1,929,528	\$56	1%	100	\$12,728,061	\$50	1%	100	\$241,516,608	\$42	1%	100
Computer supplies and other equipment	\$3,667,790	\$107	2%	100	\$24,712,390	\$97	2%	100	\$505,553,180	\$89	2%	100
Tablet computers	\$2,525,347	\$73	1%	100	\$17,137,393	\$67	1%	100	\$364,534,665	\$64	1%	100
E-Book readers	\$89,248	\$3	0%	100	\$617,494	\$2	0%	100	\$12,411,975	\$2	0%	100
Photographic goods and services	\$5,578,314	\$162	3%	100	\$37,009,518	\$145	3%	100	\$776,105,444	\$136	3%	100
Cameras and accessories	\$2,410,958	\$70	1%	100	\$15,268,387	\$60	1%	100	\$330,304,412	\$58	1%	100
Photographic services	\$3,167,356	\$92	2%	100	\$21,741,131	\$85	2%	100	\$445,801,032	\$78	2%	100
Collectors' items (e.g. stamps, coins)	\$875,393	\$25	0%	0	\$6,565,708	\$26	1%	100	\$133,578,213	\$23	1%	100
Other recreational equipment and related services	\$4,669,432	\$136	3%	100	\$31,172,927	\$122	3%	100	\$622,673,013	\$109	3%	100
Home entertainment	\$8,385,767	\$244	5%	100	\$55,319,279	\$217	5%	100	\$1,206,419,298	\$212	5%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
equipment and services												
Home entertainment equipment	\$7,865,381	\$229	4%	80	\$52,045,504	\$204	4%	80	\$1,128,864,628	\$198	5%	100
Audio equipment	\$597,960	\$17	0%	100	\$4,065,313	\$16	0%	100	\$86,266,657	\$15	0%	100
Video equipment	\$4,914,119	\$143	3%	100	\$32,986,013	\$129	3%	100	\$714,854,809	\$125	3%	100
Blu-ray players	\$128,004	\$4	0%	100	\$845,149	\$3	0%	100	\$18,425,807	\$3	0%	100
DVD players	\$47,919	\$1	0%	100	\$272,427	\$1	0%	100	\$6,134,969	\$1	0%	100
Televisions and other video equipment and accessories	\$4,738,195	\$138	3%	100	\$31,868,437	\$125	3%	100	\$690,294,033	\$121	3%	100
Home theatre systems	\$875,114	\$25	0%	100	\$5,572,450	\$22	0%	100	\$120,045,257	\$21	0%	100
Pre-recorded media, music downloads and blank audio and video media	\$1,478,189	\$43	1%	100	\$9,421,728	\$37	1%	100	\$207,697,905	\$36	1%	100
Home entertainment services	\$520,386	\$15	0%	100	\$3,273,775	\$13	0%	100	\$77,554,670	\$14	0%	100
Rental of video media	\$264,270	\$8	0%	100	\$1,667,192	\$7	0%	100	\$39,204,736	\$7	0%	100
Maintenance and repairs of electronic and communications equipment	\$256,116	\$7	0%	100	\$1,606,583	\$6	0%	100	\$38,349,934	\$7	0%	100
Recreation services	\$98,148,368	\$2,857	54%	98	\$639,776,228	\$2,507	55%	100	\$13,558,109,905	\$2,377	55%	100
Entertainment	\$37,583,302	\$1,094	20%	95	\$241,049,273	\$945	21%	100	\$5,252,001,201	\$921	21%	100
Movie theatres	\$2,492,166	\$73	1%	50	\$17,367,360	\$68	1%	50	\$378,203,996	\$66	2%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Live sporting and performing arts events	\$4,408,432	\$128	2%	100	\$27,909,504	\$109	2%	100	\$617,891,925	\$108	2%	100
Admission fees to museums, zoos and other sites	\$2,470,902	\$72	1%	100	\$16,839,272	\$66	1%	100	\$366,502,558	\$64	1%	100
Television and satellite radio services (including installation, service and pay TV charges)	\$28,211,802	\$821	15%	94	\$178,933,137	\$701	15%	94	\$3,889,402,722	\$682	16%	100
Use of recreation facilities	\$20,676,721	\$602	11%	92	\$144,031,433	\$564	12%	100	\$2,931,733,650	\$514	12%	100
Dues and fees for sports and recreation facilities	\$17,759,779	\$517	10%	100	\$123,479,787	\$484	11%	110	\$2,520,808,810	\$442	10%	100
Children's camps	\$2,916,942	\$85	2%	100	\$20,551,646	\$81	2%	100	\$410,924,840	\$72	2%	100
Package trips	\$38,958,639	\$1,134	21%	100	\$248,215,044	\$973	21%	100	\$5,249,516,901	\$920	21%	100
Other recreational activities and services	\$929,707	\$27	1%	100	\$6,480,478	\$25	1%	100	\$124,858,153	\$22	1%	100
Recreational vehicles and associated services	\$32,132,714	\$935	18%	120	\$174,226,169	\$683	15%	100	\$3,775,310,008	\$662	15%	100
Purchase of recreational vehicles	\$24,209,268	\$705	13%	118	\$128,429,424	\$503	11%	100	\$2,781,939,841	\$488	11%	100
Motorcycles and snowmobiles (purchase)	\$6,152,710	\$179	3%	100	\$31,396,363	\$123	3%	100	\$676,360,366	\$119	3%	100
All-terrain vehicles (purchase)	\$2,655,576	\$77	1%	100	\$12,968,733	\$51	1%	100	\$282,758,040	\$50	1%	100
Bicycles (purchase), parts and accessories	\$2,934,889	\$85	2%	100	\$19,452,419	\$76	2%	100	\$412,294,904	\$72	2%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Other recreational vehicles (purchase)	\$12,466,093	\$363	7%	117	\$64,611,909	\$253	6%	100	\$1,410,526,531	\$247	6%	100
Operation of recreational vehicles	\$7,923,446	\$231	4%	100	\$45,796,745	\$179	4%	100	\$993,370,167	\$174	4%	100
Insurance premiums for recreational vehicles	\$3,255,526	\$95	2%	100	\$18,487,096	\$72	2%	100	\$387,540,214	\$68	2%	100
Registration fees and licences for recreational vehicles	\$1,551,706	\$45	1%	100	\$8,435,291	\$33	1%	100	\$182,678,670	\$32	1%	100
Parking, hangar and airport fees, mooring and boat storage and harbour dues	\$974,185	\$28	1%	100	\$6,055,632	\$24	1%	100	\$133,642,568	\$23	1%	100
Other expenses for recreational vehicles	\$2,142,029	\$62	1%	100	\$12,818,726	\$50	1%	100	\$289,508,715	\$51	1%	100

Source: MapInfo Canada, CanCSP 2020

Table 26: Education and Reading Materials, 2020

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Education	\$91,711,599	\$2,669			\$688,148,596	\$2,696			\$13,938,970,605	\$2,444		
Tuition fees	\$84,380,737	\$2,456	92%	100	\$634,051,729	\$2,484	92%	100	\$12,824,217,203	\$2,248	92%	100
Tuition fees for kindergarten, elementary and secondary schools	\$9,542,651	\$278	10%	100	\$72,812,962	\$285	11%	110	\$1,419,384,544	\$249	10%	100
Tuition fees for university	\$42,914,040	\$1,249	47%	98	\$333,731,239	\$1,308	48%	100	\$6,660,347,823	\$1,168	48%	100
Tuition fees for other post-secondary education (college, trade and professional courses)	\$22,252,734	\$648	24%	100	\$156,788,089	\$614	23%	96	\$3,327,913,779	\$583	24%	100
Other educational services	\$1,337,594	\$39	1%	100	\$10,308,391	\$40	1%	100	\$204,314,876	\$36	1%	100
Other courses and lessons (excluding driving lessons)	\$8,333,719	\$243	9%	100	\$60,411,048	\$237	9%	100	\$1,212,256,181	\$213	9%	100
Textbooks and school supplies	\$7,330,862	\$213	8%	100	\$54,096,867	\$212	8%	100	\$1,114,753,402	\$195	8%	100
Reading materials other printed matter	\$7,278,381	\$212			\$48,557,664	\$190			\$1,017,283,211	\$178		100
Newspapers	\$683,961	\$20	9%	113	\$3,742,099	\$15	8%	100	\$84,366,213	\$15	8%	100
Magazines and periodicals	\$1,087,448	\$32	15%	100	\$7,250,033	\$28	15%	100	\$148,784,593	\$26	15%	100

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Books and E-Books (excluding school books)	\$4,555,929	\$133	63%	98	\$30,581,124	\$120	63%	98	\$650,014,928	\$114	64%	100
Maps, sheet music and other printed matter	\$636,552	\$19	9%	100	\$4,663,390	\$18	10%	111	\$89,247,312	\$16	9%	100
Services related to reading materials (e.g. duplicating, library fees)	\$314,491	\$9	4%	100	\$2,321,018	\$9	5%	125	\$44,870,165	\$8	4%	100

Source: MapInfo Canada, CanCSP 2020

Table 27: Tobacco products and Alcoholic Beverages

	Uxbridge Trade Area (70%)				Durham Region				Ontario			
	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index	Total Expenditure	Expenditure per Household	% of total	Index
Tobacco products and alcoholic beverages	\$54,722,205	\$1,593			\$351,548,212	\$1,377			\$7,607,684,607	\$1,334		
Tobacco products and smokers' supplies	\$14,853,591	\$432	27%	104	\$87,523,313	\$343	25%	96	\$1,965,592,527	\$345	26%	100
Cigarettes	\$13,659,585	\$398	25%	104	\$80,610,674	\$316	23%	96	\$1,808,028,297	\$317	24%	100
Other tobacco products and smokers' supplies	\$1,194,006	\$35	2%	100	\$6,912,639	\$27	2%	100	\$157,564,230	\$28	2%	100
Alcoholic beverages	\$39,868,614	\$1,160	73%	99	\$264,024,899	\$1,035	75%	101	\$5,642,092,080	\$989	74%	100
Alcoholic beverages served on licensed premises and in restaurants	\$14,195,354	\$413	26%	93	\$99,429,101	\$390	28%	100	\$2,110,120,687	\$370	28%	100
Alcoholic beverages purchased from stores	\$25,505,179	\$742	47%	102	\$163,678,971	\$641	47%	102	\$3,512,398,073	\$616	46%	100
Self-made alcoholic beverages	\$168,081	\$5	0%	100	\$916,827	\$4	0%	100	\$19,573,320	\$3	0%	100

Source: MapInfo Canada, CanCSP 2020

5 MARKET THRESHOLD ANALYSIS

Given a retail market of a particular population size the natural question is what types of establishments can it support. While several factors contribute to the vitality of the local retail market, the most fundamental factor is the relative size of the market in terms of potential customers.

The Market Threshold Analysis provides information on the types of businesses that exist in your trade area and the theoretical ability for the trade area to support that type of business. This information may help a community understand potential new business opportunities, particularly where the community has fewer businesses than its theoretical capacity. It may also help identify situations where more businesses exist in the community than the theoretical capacity would suggest are required. In either case, local knowledge will provide the necessary insight into the extent to which these findings illustrate an over- or under-supply of any particular business sector in a community.

Table 28 illustrates the detailed results of the business threshold analysis for Uxbridge. The last column of the table indicates the sectors where Uxbridge currently has a higher (positive value) or lower (negative value) number of businesses than it theoretically could support based on the size of its trade area. Again, local knowledge, additional research, and other sources of information within this report can assist with the validation of market opportunities in any of these sectors.

The tables below include reference to NAICS. Detailed information for these codes may be found within [Statistics Canada's website](#).¹¹

5.1 Strengths of a Threshold Analysis

- This is a resource which can be used to help identify potential business opportunities.
- Market threshold estimates may help an entrepreneur think through the market potential of his or her business idea.
- Market threshold analysis helps frame the basic marketing question: can a community of a given size support a particular type of establishment?

5.2 Limitations of a Threshold Analysis

- The number of businesses does not account for size.
- The analysis is focused on the demographics of the trade area, not the downtown. Further, the number of businesses in the community takes into account all businesses in the community, not just the downtown.
- Location specific characteristics which influence market potential, such as income and average age within the community, are ignored.

¹¹ Please note that the data in this section is classified using the United States version of NAICS 2012, which may limit the ability to compare business counts in the table below with data that classifies businesses based on the Canadian version of NAICS 2012, (e.g. data collected during the Building and Business Inventory or the Business Mix Analysis, or Canadian Business Patterns Data), to the six-digit level of detail. However, NAICS structure allows for direct comparison of data between classification systems in Canada and the United States at the five-digit level of detail.

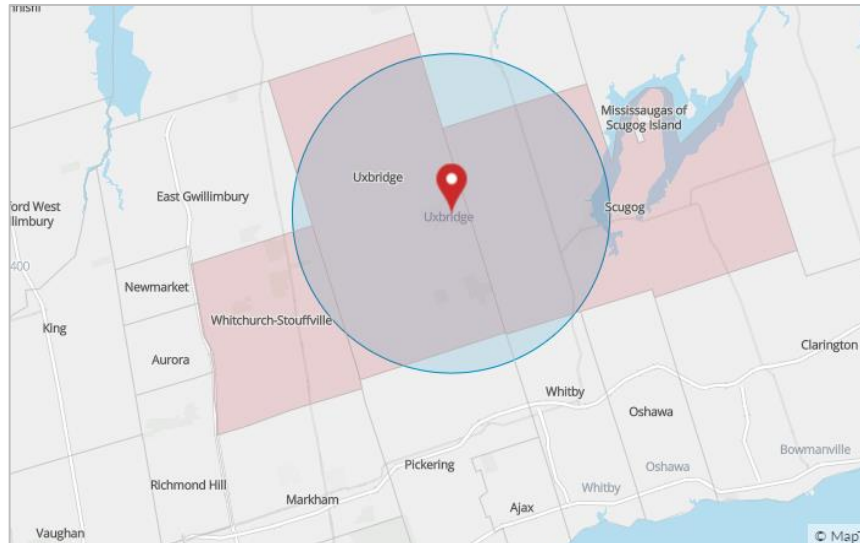
- For industries where population is not a significant factor in location decisions (e.g. 3259 Other Chemical Product Manufacturing), caution should be used. Generally speaking, only those subsectors that are influenced by population or market size are included in this assessment.

Several industry sectors have been eliminated from the report as the data shows no or very few businesses in Ontario for that category. Other data sources have shown that businesses do exist for these categories. A nil amount could therefore be misleading.

5.3 Focus Area vs. Trade Area

Given that exact business counts for the trade area (as illustrated in Figure 1) are not readily available, an approximation has been used. See Figure 10 below for an illustration of census subdivisions selected to form the focus area for the Market Threshold Analysis. The associated data is drawn from Statistics Canada Canadian Business Counts, June 2021.

Figure 10: Focus Area for Market Threshold Analysis



NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Focus Area	Businesses in Focus Area	Potential Businesses
111110	Soybean farming	4,160	3,534	27	19	-8
111120	Oilseed (except soybean) farming	204	72,057	1	2	1
111130	Dry pea and bean farming	107	137,381	1	1	0
111140	Wheat farming	996	14,759	7	11	4
111150	Corn farming	3,240	4,537	21	26	5
111160	Rice farming	2	7,349,861	0	0	0
111190	Other grain farming	5,092	2,887	33	43	10
111211	Potato farming	144	102,081	1	4	3
111219	Other vegetable (except potato) and melon farming	959	15,328	6	12	6
111320	Citrus (except orange) groves	1	14,699,722	0	0	0
111330	Non-citrus fruit and tree nut farming	739	19,891	5	9	4
111411	Mushroom production	65	226,150	0	3	3
111412	Cannabis grown under cover	204	72,057	1	4	3
111419	Other food crops grown under cover	296	49,661	2	1	-1
111421	Nursery and tree production	494	29,757	3	13	10
111422	Floriculture production	409	35,941	3	4	1
111910	Tobacco farming	257	57,197	2	0	-2
111920	Cotton farming	1	14,699,722	0	0	0
111940	Hay farming	1,344	10,937	9	35	26
111993	Fruit and vegetable combination farming	547	26,873	4	8	4
111994	Maple syrup and products production	210	69,999	1	1	0
111995	Cannabis grown in open fields	26	565,374	0	1	1
111999	All other miscellaneous crop farming	4,606	3,191	30	50	20
112110	Beef cattle ranching and farming, including feedlots	5,666	2,594	37	74	37
112120	Dairy cattle and milk production	4,472	3,287	29	59	30
112210	Hog and pig farming	1,203	12,219	8	0	-8
112310	Chicken egg production	455	32,307	3	7	4

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Focus Area	Businesses in Focus Area	Potential Businesses
112320	Broiler and other meat-type chicken production	1,061	13,855	7	16	9
112330	Turkey production	153	96,077	1	1	0
112340	Poultry hatcheries	34	432,345	0	1	1
112391	Combination poultry and egg production	101	145,542	1	1	0
112399	All other poultry production	122	120,490	1	3	2
112410	Sheep farming	485	30,309	3	11	8
112420	Goat farming	245	59,999	2	2	0
112510	Aquaculture	44	334,085	0	1	1
112910	Apiculture	202	72,771	1	5	4
112920	Horse and other equine production	1,764	8,333	12	43	31
112930	Fur-bearing animal and rabbit production	71	207,038	0	1	1
112991	Animal combination farming	1,996	7,365	13	30	17
112999	All other miscellaneous animal production	384	38,281	3	6	3
113110	Timber tract operations	143	102,795	1	2	1
113210	Forest nurseries and gathering of forest products	68	216,172	0	2	2
113311	Logging (except contract)	778	18,894	5	6	1
113312	Contract logging	681	21,585	4	4	0
114113	Salt water fishing	24	612,488	0	0	0
114114	Freshwater fishing	100	146,997	1	3	2
114210	Hunting and trapping	255	57,646	2	2	0
115110	Support activities for crop production	1,823	8,063	12	20	8
115210	Support activities for animal production	1,253	11,732	8	28	20
115310	Support activities for forestry	518	28,378	3	5	2
211110	Oil and gas extraction (except oil sands)	126	116,664	1	0	-1
211142	Mined oil sands extraction	4	3,674,931	0	0	0
212114	Bituminous coal mining	2	7,349,861	0	0	0
212210	Iron ore mining	1	14,699,722	0	0	0

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Focus Area	Businesses in Focus Area	Potential Businesses
212220	Gold and silver ore mining	27	544,434	0	0	0
212232	Nickel-copper ore mining	9	1,633,302	0	0	0
212233	Copper-zinc ore mining	2	7,349,861	0	0	0
212299	All other metal ore mining	3	4,899,907	0	0	0
212314	Granite mining and quarrying	16	918,733	0	0	0
212315	Limestone mining and quarrying	78	188,458	1	0	-1
212316	Marble mining and quarrying	2	7,349,861	0	0	0
212317	Sandstone mining and quarrying	4	3,674,931	0	0	0
212323	Sand and gravel mining and quarrying	270	54,443	2	16	14
212326	Shale, clay and refractory mineral mining and quarrying	3	4,899,907	0	0	0
212392	Diamond mining	2	7,349,861	0	0	0
212393	Salt mining	4	3,674,931	0	0	0
212398	All other non-metallic mineral mining and quarrying	9	1,633,302	0	0	0
213111	Oil and gas contract drilling	30	489,991	0	0	0
213117	Contract drilling (except oil and gas)	43	341,854	0	2	2
213118	Services to oil and gas extraction	93	158,062	1	1	0
213119	Other support activities for mining	914	16,083	6	5	-1
221111	Hydro-electric power generation	183	80,326	1	1	0
221112	Fossil-fuel electric power generation	25	587,989	0	0	0
221113	Nuclear electric power generation	10	1,469,972	0	0	0
221119	Other electric power generation	2,183	6,734	14	14	0
221121	Electric bulk power transmission and control	47	312,760	0	1	1
221122	Electric power distribution	175	83,998	1	0	-1
221210	Natural gas distribution	132	111,362	1	0	-1
221310	Water supply and irrigation systems	215	68,371	1	3	2
221320	Sewage treatment facilities	21	699,987	0	0	0
221330	Steam and air-conditioning supply	27	544,434	0	0	0

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Focus Area	Businesses in Focus Area	Potential Businesses
236110	Residential building construction	39,021	377	255	351	96
236210	Industrial building and structure construction	1,532	9,595	10	23	13
236220	Commercial and institutional building construction	5,936	2,476	39	55	16
237110	Water and sewer line and related structures construction	588	25,000	4	8	4
237120	Oil and gas pipeline and related structures construction	144	102,081	1	2	1
237130	Power and communication line and related structures construction	476	30,882	3	8	5
237210	Land subdivision	9,078	1,619	59	67	8
237310	Highway, street and bridge construction	905	16,243	6	20	14
237990	Other heavy and civil engineering construction	657	22,374	4	6	2
238110	Poured concrete foundation and structure contractors	1,494	9,839	10	15	5
238120	Structural steel and precast concrete contractors	300	48,999	2	5	3
238130	Framing contractors	2,099	7,003	14	13	-1
238140	Masonry contractors	2,756	5,334	18	29	11
238150	Glass and glazing contractors	802	18,329	5	4	-1
238160	Roofing contractors	3,635	4,044	24	42	18
238170	Siding contractors	1,417	10,374	9	10	1
238190	Other foundation, structure and building exterior contractors	1,553	9,465	10	22	12
238210	Electrical contractors and other wiring installation contractors	10,227	1,437	67	103	36
238220	Plumbing, heating and air-conditioning contractors	10,704	1,373	70	114	44
238291	Elevator and escalator installation contractors	172	85,464	1	1	0
238299	All other building equipment contractors	2,003	7,339	13	22	9
238310	Drywall and insulation contractors	5,899	2,492	39	36	-3
238320	Painting and wall covering contractors	7,834	1,876	51	48	-3
238330	Flooring contractors	3,836	3,832	25	28	3
238340	Tile and terrazzo contractors	1,859	7,907	12	2	-10
238350	Finish carpentry contractors	7,088	2,074	46	88	42

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Focus Area	Businesses in Focus Area	Potential Businesses
238390	Other building finishing contractors	5,186	2,835	34	55	21
238910	Site preparation contractors	3,307	4,445	22	79	57
238990	All other specialty trade contractors	11,070	1,328	72	145	73
311111	Dog and cat food manufacturing	78	188,458	1	2	1
311119	Other animal food manufacturing	128	114,842	1	1	0
311211	Flour milling	32	459,366	0	0	0
311214	Rice milling and malt manufacturing	6	2,449,954	0	0	0
311221	Wet corn milling	5	2,939,944	0	0	0
311224	Oilseed processing	14	1,049,980	0	0	0
311225	Fat and oil refining and blending	14	1,049,980	0	0	0
311230	Breakfast cereal manufacturing	14	1,049,980	0	0	0
311310	Sugar manufacturing	5	2,939,944	0	0	0
311340	Non-chocolate confectionery manufacturing	47	312,760	0	0	0
311351	Chocolate and chocolate confectionery manufacturing from cacao beans	44	334,085	0	1	1
311352	Confectionery manufacturing from purchased chocolate	98	149,997	1	1	0
311410	Frozen food manufacturing	122	120,490	1	2	1
311420	Fruit and vegetable canning, pickling and drying	109	134,860	1	0	-1
311511	Fluid milk manufacturing	28	524,990	0	0	0
311515	Butter, cheese, and dry and condensed dairy product manufacturing	84	174,997	1	0	-1
311520	Ice cream and frozen dessert manufacturing	78	188,458	1	1	0
311611	Animal (except poultry) slaughtering	68	216,172	0	1	1
311614	Rendering and meat processing from carcasses	167	88,022	1	1	0
311615	Poultry processing	110	133,634	1	0	-1
311710	Seafood product preparation and packaging	41	358,530	0	0	0
311811	Retail bakeries	740	19,864	5	3	-2
311814	Commercial bakeries and frozen bakery product manufacturing	398	36,934	3	4	1

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311821	Cookie and cracker manufacturing	56	262,495	0	0	0
311824	Flour mixes, dough, and pasta manufacturing from purchased flour	70	209,996	0	0	0
311830	Tortilla manufacturing	10	1,469,972	0	0	0
311911	Roasted nut and peanut butter manufacturing	18	816,651	0	0	0
311919	Other snack food manufacturing	101	145,542	1	2	1
311920	Coffee and tea manufacturing	157	93,629	1	2	1
311930	Flavouring syrup and concentrate manufacturing	26	565,374	0	0	0
311940	Seasoning and dressing manufacturing	81	181,478	1	1	0
311990	All other food manufacturing	677	21,713	4	2	-2
312110	Soft drink and ice manufacturing	98	149,997	1	2	1
312120	Breweries	396	37,121	3	2	-1
312130	Wineries	317	46,371	2	6	4
312140	Distilleries	79	186,072	1	0	-1
312210	Tobacco stemming and redrying	1	14,699,722	0	0	0
312220	Tobacco product manufacturing	17	864,690	0	0	0
312310	Cannabis product manufacturing	83	177,105	1	0	-1
313110	Fibre, yarn and thread mills	30	489,991	0	0	0
313210	Broad-woven fabric mills	19	773,670	0	0	0
313220	Narrow fabric mills and Schiffli machine embroidery	27	544,434	0	0	0
313230	Nonwoven fabric mills	9	1,633,302	0	0	0
313240	Knit fabric mills	18	816,651	0	0	0
313310	Textile and fabric finishing	134	109,699	1	2	1
313320	Fabric coating	22	668,169	0	0	0
314110	Carpet and rug mills	44	334,085	0	0	0
314120	Curtain and linen mills	74	198,645	0	0	0
314910	Textile bag and canvas mills	90	163,330	1	0	-1

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314990	All other textile product mills	177	83,049	1	3	2
315110	Hosiery and sock mills	15	979,981	0	0	0
315190	Other clothing knitting mills	31	474,185	0	2	2
315210	Cut and sew clothing contracting	253	58,102	2	1	-1
315220	Men's and boys' cut and sew clothing manufacturing	81	181,478	1	2	1
315241	Infants' cut and sew clothing manufacturing	21	699,987	0	0	0
315249	Women's and girls' cut and sew clothing manufacturing	128	114,842	1	0	-1
315281	Fur and leather clothing manufacturing	39	376,916	0	2	2
315289	All other cut and sew clothing manufacturing	199	73,868	1	2	1
315990	Clothing accessories and other clothing manufacturing	358	41,061	2	1	-1
316110	Leather and hide tanning and finishing	34	432,345	0	1	1
316210	Footwear manufacturing	50	293,994	0	0	0
316990	Other leather and allied product manufacturing	89	165,165	1	1	0
321111	Sawmills (except shingle and shake mills)	197	74,618	1	0	-1
321112	Shingle and shake mills	4	3,674,931	0	0	0
321114	Wood preservation	36	408,326	0	2	2
321211	Hardwood veneer and plywood mills	38	386,835	0	0	0
321215	Structural wood product manufacturing	102	144,115	1	2	1
321216	Particle board and fibreboard mills	5	2,939,944	0	0	0
321217	Waferboard mills	5	2,939,944	0	0	0
321911	Wood window and door manufacturing	171	85,963	1	2	1
321919	Other millwork	446	32,959	3	5	2
321920	Wood container and pallet manufacturing	191	76,962	1	2	1
321991	Manufactured (mobile) home manufacturing	15	979,981	0	0	0
321992	Prefabricated wood building manufacturing	42	349,993	0	1	1
321999	All other miscellaneous wood product manufacturing	632	23,259	4	2	-2
322111	Mechanical pulp mills	9	1,633,302	0	0	0

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322112	Chemical pulp mills	6	2,449,954	0	0	0
322121	Paper (except newsprint) mills	20	734,986	0	0	0
322122	Newsprint mills	2	7,349,861	0	0	0
322130	Paperboard mills	15	979,981	0	0	0
322211	Corrugated and solid fibre box manufacturing	76	193,417	0	0	0
322212	Folding paperboard box manufacturing	31	474,185	0	1	1
322219	Other paperboard container manufacturing	26	565,374	0	0	0
322220	Paper bag and coated and treated paper manufacturing	55	267,268	0	0	0
322230	Stationery product manufacturing	27	544,434	0	0	0
322291	Sanitary paper product manufacturing	10	1,469,972	0	0	0
322299	All other converted paper product manufacturing	60	244,995	0	0	0
323113	Commercial screen printing	312	47,114	2	2	0
323114	Quick printing	216	68,054	1	0	-1
323115	Digital printing	474	31,012	3	5	2
323116	Manifold business forms printing	58	253,443	0	1	1
323119	Other printing	1,540	9,545	10	14	4
323120	Support activities for printing	272	54,043	2	3	1
324110	Petroleum refineries	9	1,633,302	0	0	0
324121	Asphalt paving mixture and block manufacturing	132	111,362	1	0	-1
324122	Asphalt shingle and coating material manufacturing	17	864,690	0	0	0
324190	Other petroleum and coal product manufacturing	25	587,989	0	0	0
325110	Petrochemical manufacturing	5	2,939,944	0	0	0
325120	Industrial gas manufacturing	22	668,169	0	0	0
325130	Synthetic dye and pigment manufacturing	17	864,690	0	0	0
325181	Alkali and chlorine manufacturing	2	7,349,861	0	0	0
325189	All other basic inorganic chemical manufacturing	43	341,854	0	0	0
325190	Other basic organic chemical manufacturing	56	262,495	0	1	1

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325210	Resin and synthetic rubber manufacturing	48	306,244	0	0	0
325220	Artificial and synthetic fibres and filaments manufacturing	18	816,651	0	1	1
325313	Chemical fertilizer (except potash) manufacturing	12	1,224,977	0	0	0
325314	Mixed fertilizer manufacturing	46	319,559	0	1	1
325320	Pesticide and other agricultural chemical manufacturing	23	639,118	0	0	0
325410	Pharmaceutical and medicine manufacturing	276	53,260	2	3	1
325510	Paint and coating manufacturing	168	87,498	1	2	1
325520	Adhesive manufacturing	38	386,835	0	0	0
325610	Soap and cleaning compound manufacturing	153	96,077	1	1	0
325620	Toilet preparation manufacturing	89	165,165	1	0	-1
325910	Printing ink manufacturing	38	386,835	0	1	1
325920	Explosives manufacturing	12	1,224,977	0	0	0
325991	Custom compounding of purchased resins	22	668,169	0	0	0
325999	All other miscellaneous chemical product manufacturing	202	72,771	1	0	-1
326111	Plastic bag and pouch manufacturing	86	170,927	1	0	-1
326114	Plastic film and sheet manufacturing	73	201,366	0	0	0
326121	Unlaminated plastic profile shape manufacturing	35	419,992	0	1	1
326122	Plastic pipe and pipe fitting manufacturing	46	319,559	0	1	1
326130	Laminated plastic plate, sheet (except packaging), and shape manufacturing	21	699,987	0	0	0
326140	Polystyrene foam product manufacturing	40	367,493	0	1	1
326150	Urethane and other foam product (except polystyrene) manufacturing	46	319,559	0	0	0
326160	Plastic bottle manufacturing	41	358,530	0	0	0
326191	Plastic plumbing fixture manufacturing	24	612,488	0	0	0
326193	Motor vehicle plastic parts manufacturing	86	170,927	1	0	-1
326196	Plastic window and door manufacturing	153	96,077	1	2	1
326198	All other plastic product manufacturing	497	29,577	3	7	4

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326210	Tire manufacturing	24	612,488	0	0	0
326220	Rubber and plastic hose and belting manufacturing	33	445,446	0	0	0
326290	Other rubber product manufacturing	94	156,380	1	1	0
327110	Pottery, ceramics and plumbing fixture manufacturing	75	195,996	0	1	1
327120	Clay building material and refractory manufacturing	19	773,670	0	0	0
327214	Glass manufacturing	64	229,683	0	1	1
327215	Glass product manufacturing from purchased glass	150	97,998	1	0	-1
327310	Cement manufacturing	26	565,374	0	0	0
327320	Ready-mix concrete manufacturing	269	54,646	2	3	1
327330	Concrete pipe, brick and block manufacturing	65	226,150	0	5	5
327390	Other concrete product manufacturing	172	85,464	1	3	2
327410	Lime manufacturing	4	3,674,931	0	0	0
327420	Gypsum product manufacturing	20	734,986	0	0	0
327910	Abrasive product manufacturing	36	408,326	0	0	0
327990	All other non-metallic mineral product manufacturing	261	56,321	2	5	3
331110	Iron and steel mills and ferro-alloy manufacturing	62	237,092	0	1	1
331210	Iron and steel pipes and tubes manufacturing from purchased steel	94	156,380	1	1	0
331221	Cold-rolled steel shape manufacturing	36	408,326	0	0	0
331222	Steel wire drawing	16	918,733	0	0	0
331313	Primary production of alumina and aluminum	6	2,449,954	0	0	0
331317	Aluminum rolling, drawing, extruding and alloying	51	288,230	0	1	1
331410	Non-ferrous metal (except aluminum) smelting and refining	11	1,336,338	0	0	0
331420	Copper rolling, drawing, extruding and alloying	12	1,224,977	0	0	0
331490	Non-ferrous metal (except copper and aluminum) rolling, drawing, extruding and alloying	17	864,690	0	0	0
331511	Iron foundries	24	612,488	0	0	0
331514	Steel foundries	27	544,434	0	1	1

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331523	Non-ferrous metal die-casting foundries	26	565,374	0	1	1
331529	Non-ferrous metal foundries (except die-casting)	27	544,434	0	0	0
332113	Forging	58	253,443	0	0	0
332118	Stamping	112	131,248	1	1	0
332210	Cutlery and hand tool manufacturing	128	114,842	1	0	-1
332311	Prefabricated metal building and component manufacturing	88	167,042	1	1	0
332314	Concrete reinforcing bar manufacturing	24	612,488	0	0	0
332319	Other plate work and fabricated structural product manufacturing	390	37,692	3	2	-1
332321	Metal window and door manufacturing	216	68,054	1	3	2
332329	Other ornamental and architectural metal product manufacturing	466	31,544	3	6	3
332410	Power boiler and heat exchanger manufacturing	32	459,366	0	0	0
332420	Metal tank (heavy gauge) manufacturing	56	262,495	0	1	1
332431	Metal can manufacturing	27	544,434	0	0	0
332439	Other metal container manufacturing	56	262,495	0	0	0
332510	Hardware manufacturing	106	138,677	1	0	-1
332611	Spring (heavy gauge) manufacturing	16	918,733	0	0	0
332619	Other fabricated wire product manufacturing	94	156,380	1	1	0
332710	Machine shops	1,752	8,390	11	16	5
332720	Turned product and screw, nut and bolt manufacturing	75	195,996	0	1	1
332810	Coating, engraving, cold and heat treating and allied activities	363	40,495	2	0	-2
332910	Metal valve manufacturing	76	193,417	0	0	0
332991	Ball and roller bearing manufacturing	14	1,049,980	0	0	0
332999	All other miscellaneous fabricated metal product manufacturing	1,048	14,026	7	10	3
333110	Agricultural implement manufacturing	155	94,837	1	1	0
333120	Construction machinery manufacturing	177	83,049	1	3	2
333130	Mining and oil and gas field machinery manufacturing	73	201,366	0	1	1

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333245	Sawmill and woodworking machinery manufacturing	51	288,230	0	0	0
333246	Rubber and plastics industry machinery manufacturing	77	190,905	1	0	-1
333247	Paper industry machinery manufacturing	13	1,130,748	0	0	0
333248	All other industrial machinery manufacturing	300	48,999	2	2	0
333310	Commercial and service industry machinery manufacturing	285	51,578	2	4	2
333413	Industrial and commercial fan and blower and air purification equipment manufacturing	71	207,038	0	0	0
333416	Heating equipment and commercial refrigeration equipment manufacturing	286	51,398	2	4	2
333511	Industrial mould manufacturing	255	57,646	2	3	1
333519	Other metalworking machinery manufacturing	780	18,846	5	5	0
333611	Turbine and turbine generator set unit manufacturing	21	699,987	0	0	0
333619	Other engine and power transmission equipment manufacturing	69	213,039	0	0	0
333910	Pump and compressor manufacturing	66	222,723	0	0	0
333920	Material handling equipment manufacturing	241	60,995	2	2	0
333990	All other general-purpose machinery manufacturing	602	24,418	4	7	3
334110	Computer and peripheral equipment manufacturing	260	56,537	2	1	-1
334210	Telephone apparatus manufacturing	25	587,989	0	0	0
334220	Radio and television broadcasting and wireless communications equipment manufacturing	93	158,062	1	0	-1
334290	Other communications equipment manufacturing	106	138,677	1	0	-1
334310	Audio and video equipment manufacturing	116	126,722	1	3	2
334410	Semiconductor and other electronic component manufacturing	240	61,249	2	2	0
334511	Navigational and guidance instruments manufacturing	55	267,268	0	0	0
334512	Measuring, medical and controlling devices manufacturing	370	39,729	2	0	-2
334610	Manufacturing and reproducing magnetic and optical media	67	219,399	0	1	1
335110	Electric lamp bulb and parts manufacturing	22	668,169	0	0	0
335120	Lighting fixture manufacturing	156	94,229	1	1	0
335210	Small electrical appliance manufacturing	47	312,760	0	1	1

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335223	Major kitchen appliance manufacturing	19	773,670	0	1	1
335229	Other major appliance manufacturing	23	639,118	0	1	1
335311	Power, distribution and specialty transformers manufacturing	75	195,996	0	1	1
335312	Motor and generator manufacturing	56	262,495	0	0	0
335315	Switchgear and switchboard, and relay and industrial control apparatus manufacturing	89	165,165	1	0	-1
335910	Battery manufacturing	26	565,374	0	0	0
335920	Communication and energy wire and cable manufacturing	92	159,780	1	2	1
335930	Wiring device manufacturing	49	299,994	0	0	0
335990	All other electrical equipment and component manufacturing	369	39,837	2	4	2
336110	Automobile and light-duty motor vehicle manufacturing	72	204,163	0	0	0
336120	Heavy-duty truck manufacturing	27	544,434	0	0	0
336211	Motor vehicle body manufacturing	76	193,417	0	1	1
336212	Truck trailer manufacturing	134	109,699	1	0	-1
336215	Motor home, travel trailer and camper manufacturing	25	587,989	0	0	0
336310	Motor vehicle gasoline engine and engine parts manufacturing	70	209,996	0	2	2
336320	Motor vehicle electrical and electronic equipment manufacturing	70	209,996	0	1	1
336330	Motor vehicle steering and suspension components (except spring) manufacturing	22	668,169	0	0	0
336340	Motor vehicle brake system manufacturing	28	524,990	0	3	3
336350	Motor vehicle transmission and power train parts manufacturing	61	240,979	0	0	0
336360	Motor vehicle seating and interior trim manufacturing	55	267,268	0	1	1
336370	Motor vehicle metal stamping	113	130,086	1	1	0
336390	Other motor vehicle parts manufacturing	196	74,999	1	2	1
336410	Aerospace product and parts manufacturing	260	56,537	2	0	-2
336510	Railroad rolling stock manufacturing	22	668,169	0	0	0
336611	Ship building and repairing	30	489,991	0	0	0
336612	Boat building	83	177,105	1	1	0

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336990	Other transportation equipment manufacturing	162	90,739	1	1	0
337110	Wood kitchen cabinet and counter top manufacturing	1,251	11,750	8	9	1
337121	Upholstered household furniture manufacturing	126	116,664	1	0	-1
337123	Other wood household furniture manufacturing	565	26,017	4	4	0
337126	Household furniture (except wood and upholstered) manufacturing	131	112,212	1	1	0
337127	Institutional furniture manufacturing	94	156,380	1	3	2
337213	Wood office furniture, including custom architectural woodwork, manufacturing	283	51,942	2	2	0
337214	Office furniture (except wood) manufacturing	110	133,634	1	0	-1
337215	Showcase, partition, shelving and locker manufacturing	186	79,031	1	1	0
337910	Mattress manufacturing	66	222,723	0	0	0
337920	Blind and shade manufacturing	97	151,544	1	0	-1
339110	Medical equipment and supplies manufacturing	1009	14,569	7	8	1
339910	Jewellery and silverware manufacturing	440	33,408	3	6	3
339920	Sporting and athletic goods manufacturing	240	61,249	2	1	-1
339930	Doll, toy and game manufacturing	124	118,546	1	2	1
339940	Office supplies (except paper) manufacturing	71	207,038	0	1	1
339950	Sign manufacturing	770	19,091	5	11	6
339990	All other miscellaneous manufacturing	2,021	7,273	13	22	9
411110	Live animal merchant wholesalers	215	68,371	1	1	0
411120	Oilseed and grain merchant wholesalers	196	74,999	1	2	1
411130	Nursery stock and plant merchant wholesalers	149	98,656	1	4	3
411190	Other farm product merchant wholesalers	333	44,143	2	6	4
412110	Petroleum and petroleum products merchant wholesalers	311	47,266	2	0	-2
413110	General-line food merchant wholesalers	992	14,818	6	4	-2
413120	Dairy and milk products merchant wholesalers	186	79,031	1	0	-1
413130	Poultry and egg merchant wholesalers	99	148,482	1	1	0

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413140	Fish and seafood product merchant wholesalers	256	57,421	2	2	0
413150	Fresh fruit and vegetable merchant wholesalers	598	24,581	4	1	-3
413160	Red meat and meat product merchant wholesalers	296	49,661	2	1	-1
413190	Other specialty-line food merchant wholesalers	1,728	8,507	11	9	-2
413210	Non-alcoholic beverage merchant wholesalers	257	57,197	2	0	-2
413220	Alcoholic beverage merchant wholesalers	256	57,421	2	1	-1
413310	Cigarette and tobacco product merchant wholesalers	95	154,734	1	1	0
413410	Cannabis merchant wholesalers	14	1,049,980	0	0	0
414110	Clothing and clothing accessories merchant wholesalers	1,416	10,381	9	7	-2
414120	Footwear merchant wholesalers	177	83,049	1	2	1
414130	Piece goods, notions and other dry goods merchant wholesalers	295	49,830	2	2	0
414210	Home entertainment equipment merchant wholesalers	158	93,036	1	4	3
414220	Household appliance merchant wholesalers	216	68,054	1	2	1
414310	China, glassware, crockery and pottery merchant wholesalers	112	131,248	1	0	-1
414320	Floor covering merchant wholesalers	178	82,583	1	2	1
414330	Linen, drapery and other textile furnishings merchant wholesalers	196	74,999	1	1	0
414390	Other home furnishings merchant wholesalers	735	20,000	5	4	-1
414410	Jewellery and watch merchant wholesalers	512	28,710	3	2	-1
414420	Book, periodical and newspaper merchant wholesalers	184	79,890	1	4	3
414430	Photographic equipment and supplies merchant wholesalers	57	257,890	0	0	0
414440	Sound recording merchant wholesalers	35	419,992	0	0	0
414450	Video recording merchant wholesalers	39	376,916	0	0	0
414460	Toy and hobby goods merchant wholesalers	286	51,398	2	4	2
414470	Amusement and sporting goods merchant wholesalers	351	41,880	2	4	2
414510	Pharmaceuticals and pharmacy supplies merchant wholesalers	430	34,185	3	1	-2
414520	Toiletries, cosmetics and sundries merchant wholesalers	866	16,974	6	1	-5

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415110	New and used automobile and light-duty truck merchant wholesalers	734	20,027	5	7	2
415120	Truck, truck tractor and bus merchant wholesalers	422	34,833	3	2	-1
415190	Recreational and other motor vehicles merchant wholesalers	108	136,109	1	1	0
415210	Tire merchant wholesalers	155	94,837	1	0	-1
415290	Other new motor vehicle parts and accessories merchant wholesalers	1,085	13,548	7	11	4
415310	Used motor vehicle parts and accessories merchant wholesalers	220	66,817	1	2	1
416110	Electrical wiring and construction supplies merchant wholesalers	1,048	14,026	7	5	-2
416120	Plumbing, heating and air-conditioning equipment and supplies merchant wholesalers	1,155	12,727	8	5	-3
416210	Metal service centres	604	24,337	4	4	0
416310	General-line building supplies merchant wholesalers	286	51,398	2	3	1
416320	Lumber, plywood and millwork merchant wholesalers	367	40,054	2	2	0
416330	Hardware merchant wholesalers	728	20,192	5	2	-3
416340	Paint, glass and wallpaper merchant wholesalers	130	113,075	1	1	0
416390	Other specialty-line building supplies merchant wholesalers	1,135	12,951	7	13	6
417110	Farm, lawn and garden machinery and equipment merchant wholesalers	674	21,810	4	13	9
417210	Construction and forestry machinery, equipment and supplies merchant wholesalers	331	44,410	2	4	2
417220	Mining and oil and gas well machinery, equipment and supplies merchant wholesalers	133	110,524	1	1	0
417230	Industrial machinery, equipment and supplies merchant wholesalers	2,285	6,433	15	13	-2
417310	Computer, computer peripheral and pre-packaged software merchant wholesalers	954	15,409	6	12	6
417320	Electronic components, navigational and communications equipment and supplies merchant wholesalers	901	16,315	6	6	0
417910	Office and store machinery and equipment merchant wholesalers	619	23,748	4	3	-1
417920	Service establishment machinery, equipment and supplies merchant wholesalers	434	33,870	3	6	3

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417930	Professional machinery, equipment and supplies merchant wholesalers	1,332	11,036	9	13	4
417990	All other machinery, equipment and supplies merchant wholesalers	1,145	12,838	7	8	1
418110	Recyclable metal merchant wholesalers	633	23,222	4	7	3
418120	Recyclable paper and paperboard merchant wholesalers	42	349,993	0	0	0
418190	Other recyclable material merchant wholesalers	272	54,043	2	1	-1
418210	Stationery and office supplies merchant wholesalers	235	62,552	2	5	3
418220	Other paper and disposable plastic product merchant wholesalers	429	34,265	3	5	2
418310	Agricultural feed merchant wholesalers	172	85,464	1	3	2
418320	Seed merchant wholesalers	107	137,381	1	2	1
418390	Agricultural chemical and other farm supplies merchant wholesalers	215	68,371	1	3	2
418410	Chemical (except agricultural) and allied product merchant wholesalers	794	18,514	5	7	2
418910	Log and wood chip merchant wholesalers	47	312,760	0	1	1
418920	Mineral, ore and precious metal merchant wholesalers	113	130,086	1	0	-1
418930	Second-hand goods (except machinery and automotive) merchant wholesalers	110	133,634	1	1	0
418990	All other merchant wholesalers	2,789	5,271	18	29	11
419110	Business-to-business electronic markets	295	49,830	2	2	0
419120	Wholesale trade agents and brokers	3,714	3,958	24	38	14
441110	New car dealers	1,613	9,113	11	19	8
441120	Used car dealers	3,113	4,722	20	24	4
441210	Recreational vehicle dealers	323	45,510	2	4	2
441220	Motorcycle, boat and other motor vehicle dealers	759	19,367	5	12	7
441310	Automotive parts and accessories stores	1,919	7,660	13	14	1
441320	Tire dealers	656	22,408	4	4	0
442110	Furniture stores	1,849	7,950	12	10	-2

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442210	Floor covering stores	694	21,181	5	9	4
442291	Window treatment stores	349	42,120	2	4	2
442292	Print and picture frame stores	237	62,024	2	1	-1
442298	All other home furnishings stores	1,239	11,864	8	11	3
443143	Appliance, television and other electronics stores	1,515	9,703	10	15	5
443144	Computer and software stores	1,302	11,290	9	10	1
443145	Camera and photographic supplies stores	129	113,951	1	1	0
443146	Audio and video recordings stores	215	68,371	1	0	-1
444110	Home centres	628	23,407	4	3	-1
444120	Paint and wallpaper stores	675	21,777	4	8	4
444130	Hardware stores	652	22,546	4	5	1
444190	Other building material dealers	1,389	10,583	9	14	5
444210	Outdoor power equipment stores	128	114,842	1	0	-1
444220	Nursery stores and garden centres	744	19,758	5	10	5
445110	Supermarkets and other grocery (except convenience) stores	3,388	4,339	22	16	-6
445120	Convenience stores	5,013	2,932	33	19	-14
445210	Meat markets	758	19,393	5	5	0
445220	Fish and seafood markets	112	131,248	1	1	0
445230	Fruit and vegetable markets	357	41,176	2	5	3
445291	Baked goods stores	768	19,140	5	5	0
445292	Confectionery and nut stores	307	47,882	2	1	-1
445299	All other specialty food stores	1,926	7,632	13	13	0
445310	Beer, wine and liquor stores	1,506	9,761	10	8	-2
446110	Pharmacies and drug stores	6,323	2,325	41	36	-5
446120	Cosmetics, beauty supplies and perfume stores	1,826	8,050	12	12	0
446130	Optical goods stores	1,447	10,159	9	9	0
446191	Food (health) supplement stores	1,181	12,447	8	15	7

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446199	All other health and personal care stores	2,803	5,244	18	21	3
447110	Gasoline stations with convenience stores	2,365	6,216	15	20	5
447190	Other gasoline stations	2,506	5,866	16	18	2
448110	Men's clothing stores	559	26,296	4	0	-4
448120	Women's clothing stores	2,164	6,793	14	13	-1
448130	Children's and infants' clothing stores	497	29,577	3	2	-1
448140	Family clothing stores	1,963	7,488	13	11	-2
448150	Clothing accessories stores	785	18,726	5	4	-1
448191	Fur stores	34	432,345	0	0	0
448199	All other clothing stores	1,645	8,936	11	8	-3
448210	Shoe stores	1,187	12,384	8	2	-6
448310	Jewellery stores	1,983	7,413	13	10	-3
448320	Luggage and leather goods stores	192	76,561	1	1	0
451111	Golf equipment and supplies specialty stores	166	88,553	1	4	3
451112	Ski equipment and supplies specialty stores	48	306,244	0	0	0
451113	Cycling equipment and supplies specialty stores	232	63,361	2	3	1
451119	All other sporting goods stores	1,085	13,548	7	10	3
451120	Hobby, toy and game stores	921	15,961	6	3	-3
451130	Sewing, needlework and piece goods stores	581	25,301	4	4	0
451140	Musical instrument and supplies stores	514	28,599	3	4	1
451310	Book stores and news dealers	551	26,678	4	4	0
452110	Department stores	187	78,608	1	3	2
452910	Warehouse clubs	39	376,916	0	0	0
452991	Home and auto supplies stores	202	72,771	1	2	1
452999	All other miscellaneous general merchandise stores	3,783	3,886	25	18	-7
453110	Florists	1,211	12,138	8	6	-2
453210	Office supplies and stationery stores	471	31,210	3	6	3

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453220	Gift, novelty and souvenir stores	1,696	8,667	11	11	0
453310	Used merchandise stores	987	14,893	6	3	-3
453910	Pet and pet supplies stores	1,083	13,573	7	9	2
453920	Art dealers	560	26,250	4	8	4
453930	Mobile home dealers	46	319,559	0	0	0
453992	Beer and wine-making supplies stores	346	42,485	2	5	3
453993	Cannabis stores	640	22,968	4	5	1
453999	All other miscellaneous store retailers (except beer and wine-making supplies stores)	4,967	2,959	32	38	6
454110	Electronic shopping and mail-order houses	4,200	3,500	27	29	2
454210	Vending machine operators	385	38,181	3	5	2
454311	Heating oil dealers	82	179,265	1	1	0
454312	Liquefied petroleum gas (bottled gas) dealers	99	148,482	1	1	0
454319	Other fuel dealers	149	98,656	1	3	2
454390	Other direct selling establishments	5,091	2,887	33	51	18
481110	Scheduled air transportation	244	60,245	2	1	-1
481214	Non-scheduled chartered air transportation	287	51,219	2	0	-2
481215	Non-scheduled specialty flying services	215	68,371	1	0	-1
482112	Short-haul freight rail transportation	45	326,660	0	1	1
482113	Mainline freight rail transportation	53	277,353	0	0	0
482114	Passenger rail transportation	23	639,118	0	0	0
483115	Deep sea, coastal and Great Lakes water transportation (except by ferries)	65	226,150	0	0	0
483116	Deep sea, coastal and Great Lakes water transportation by ferries	10	1,469,972	0	0	0
483213	Inland water transportation (except by ferries)	45	326,660	0	0	0
483214	Inland water transportation by ferries	9	1,633,302	0	0	0
484110	General freight trucking, local	16,134	911	106	65	-41
484121	General freight trucking, long distance, truck-load	26,986	545	177	57	-120

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484122	General freight trucking, long distance, less than truck-load	4,058	3,622	27	9	-18
484210	Used household and office goods moving	1,044	14,080	7	9	2
484221	Bulk liquids trucking, local	717	20,502	5	5	0
484222	Dry bulk materials trucking, local	2,759	5,328	18	24	6
484223	Forest products trucking, local	259	56,756	2	0	-2
484229	Other specialized freight (except used goods) trucking, local	1,533	9,589	10	14	4
484231	Bulk liquids trucking, long distance	502	29,282	3	2	-1
484232	Dry bulk materials trucking, long distance	2,999	4,902	20	4	-16
484233	Forest products trucking, long distance	192	76,561	1	1	0
484239	Other specialized freight (except used goods) trucking, long distance	2,367	6,210	15	8	-7
485110	Urban transit systems	55	267,268	0	0	0
485210	Interurban and rural bus transportation	42	349,993	0	0	0
485310	Taxi service	25,250	582	165	74	-91
485320	Limousine service	970	15,154	6	4	-2
485410	School and employee bus transportation	384	38,281	3	6	3
485510	Charter bus industry	112	131,248	1	0	-1
485990	Other transit and ground passenger transportation	2,618	5,615	17	8	-9
486110	Pipeline transportation of crude oil	8	1,837,465	0	0	0
486210	Pipeline transportation of natural gas	16	918,733	0	0	0
486910	Pipeline transportation of refined petroleum products	12	1,224,977	0	0	0
486990	All other pipeline transportation	17	864,690	0	0	0
487110	Scenic and sightseeing transportation, land	40	367,493	0	2	2
487210	Scenic and sightseeing transportation, water	112	131,248	1	3	2
488111	Air traffic control	38	386,835	0	0	0
488119	Other airport operations	193	76,164	1	2	1
488190	Other support activities for air transportation	590	24,915	4	2	-2

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488210	Support activities for rail transportation	91	161,535	1	1	0
488310	Port and harbour operations	40	367,493	0	0	0
488320	Marine cargo handling	39	376,916	0	0	0
488331	Marine salvage services	9	1,633,302	0	0	0
488332	Ship piloting services	15	979,981	0	0	0
488339	Other navigational services to shipping	55	267,268	0	1	1
488390	Other support activities for water transportation	101	145,542	1	0	-1
488410	Motor vehicle towing	1,551	9,478	10	21	11
488490	Other support activities for road transportation	2,818	5,216	18	6	-12
488511	Marine shipping agencies	74	198,645	0	0	0
488519	Other freight transportation arrangement	2,176	6,755	14	5	-9
488990	Other support activities for transportation	1,496	9,826	10	7	-3
491110	Postal service	204	72,057	1	0	-1
492110	Couriers	4,451	3,303	29	26	-3
492210	Local messengers and local delivery	3,251	4,522	21	16	-5
493110	General warehousing and storage	1,213	12,118	8	6	-2
493120	Refrigerated warehousing and storage	151	97,349	1	0	-1
493130	Farm product warehousing and storage	119	123,527	1	1	0
493190	Other warehousing and storage	432	34,027	3	5	2
511110	Newspaper publishers	611	24,058	4	5	1
511120	Periodical publishers	612	24,019	4	9	5
511130	Book publishers	618	23,786	4	6	2
511140	Directory and mailing list publishers	71	207,038	0	0	0
511190	Other publishers	293	50,170	2	7	5
511211	Software publishers (except video game publishers)	1,560	9,423	10	4	-6
511212	Video game publishers	65	226,150	0	0	0
512110	Motion picture and video production	7,722	1,904	51	51	0

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512120	Motion picture and video distribution	230	63,912	2	2	0
512130	Motion picture and video exhibition	256	57,421	2	2	0
512190	Post-production and other motion picture and video industries	706	20,821	5	0	-5
512230	Music publishers	282	52,127	2	2	0
512240	Sound recording studios	292	50,342	2	2	0
512250	Record production and distribution	159	92,451	1	0	-1
512290	Other sound recording industries	159	92,451	1	1	0
515110	Radio broadcasting	450	32,666	3	1	-2
515120	Television broadcasting	337	43,619	2	3	1
515210	Pay and specialty television	125	117,598	1	0	-1
517310	Wired and wireless telecommunications carriers (except satellite)	906	16,225	6	10	4
517410	Satellite telecommunications	112	131,248	1	0	-1
517911	Telecommunications resellers	1,181	12,447	8	3	-5
517919	All other telecommunications	570	25,789	4	3	-1
518210	Data processing, hosting, and related services	1,593	9,228	10	7	-3
519110	News syndicates	114	128,945	1	3	2
519121	Libraries	378	38,888	2	3	1
519122	Archives	30	489,991	0	0	0
519130	Internet broadcasting and web search portals	1,197	12,280	8	8	0
519190	All other information services	1,327	11,077	9	10	1
521110	Monetary authorities - central bank	3	4,899,907	0	0	0
522111	Personal and commercial banking industry	2,727	5,390	18	16	-2
522112	Corporate and institutional banking industry	30	489,991	0	0	0
522130	Local credit unions	395	37,214	3	2	-1
522190	Other depository credit intermediation	5	2,939,944	0	0	0
522210	Credit card issuing	21	699,987	0	1	1

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522220	Sales financing	561	26,203	4	1	-3
522291	Consumer lending	644	22,826	4	1	-3
522299	All other non-depository credit intermediation	1,931	7,612	13	16	3
522310	Mortgage and non-mortgage loan brokers	4,114	3,573	27	31	4
522321	Central credit unions	11	1,336,338	0	0	0
522329	Other financial transactions processing and clearing house activities	438	33,561	3	2	-1
522390	Other activities related to credit intermediation	606	24,257	4	1	-3
523110	Investment banking and securities dealing	1,244	11,816	8	5	-3
523120	Securities brokerage	1,130	13,009	7	10	3
523130	Commodity contracts dealing	246	59,755	2	0	-2
523140	Commodity contracts brokerage	67	219,399	0	0	0
523210	Securities and commodity exchanges	155	94,837	1	1	0
523910	Miscellaneous intermediation	41,709	352	273	366	93
523920	Portfolio management	5,829	2,522	38	54	16
523930	Investment advice	6,069	2,422	40	44	4
523990	All other financial investment activities	6,485	2,267	42	34	-8
524111	Direct individual life, health and medical insurance carriers	308	47,726	2	2	0
524112	Direct group life, health and medical insurance carriers	132	111,362	1	0	-1
524121	Direct general property and casualty insurance carriers	209	70,334	1	1	0
524122	Direct, private, automobile insurance carriers	14	1,049,980	0	0	0
524123	Direct, public, automobile insurance carriers	1	14,699,722	0	0	0
524124	Direct property insurance carriers	16	918,733	0	0	0
524125	Direct liability insurance carriers	4	3,674,931	0	0	0
524129	Other direct insurance (except life, health and medical) carriers	148	99,322	1	0	-1
524131	Life reinsurance carriers	25	587,989	0	0	0
524132	Accident and sickness reinsurance carriers	7	2,099,960	0	0	0

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Focus Area	Businesses in Focus Area	Potential Businesses
524133	Automobile reinsurance carriers	1	14,699,722	0	0	0
524134	Property reinsurance carriers	10	1,469,972	0	0	0
524139	General and other reinsurance carriers	27	544,434	0	0	0
524210	Insurance agencies and brokerages	10,818	1,359	71	107	36
524291	Claims adjusters	308	47,726	2	4	2
524299	All other insurance related activities	2,474	5,942	16	23	7
526111	Trusteed pension funds	52	282,687	0	0	0
526112	Non-trusteed pension funds	59	249,148	0	0	0
526911	Equity funds - Canadian	115	127,824	1	2	1
526912	Equity funds - foreign	248	59,273	2	1	-1
526913	Mortgage funds	606	24,257	4	4	0
526914	Money market funds	33	445,446	0	0	0
526915	Bond and income / dividend funds - Canadian	61	240,979	0	0	0
526916	Bond and income / dividend funds - foreign	4	3,674,931	0	0	0
526917	Balanced funds / asset allocation funds	33	445,446	0	0	0
526919	Other open-ended funds	37	397,290	0	0	0
526930	Segregated (except pension) funds	32	459,366	0	0	0
526981	Securitization vehicles	38	386,835	0	0	0
526989	All other miscellaneous funds and financial vehicles	1,055	13,933	7	2	-5
531111	Lessors of residential buildings and dwellings (except social housing projects)	203,990	72	1334	946	-388
531112	Lessors of social housing projects	902	16,297	6	1	-5
531120	Lessors of non-residential buildings (except mini-warehouses)	32,954	446	216	296	80
531130	Self-storage mini-warehouses	712	20,646	5	8	3
531190	Lessors of other real estate property	5,786	2,541	38	53	15
531211	Real estate agents	39,490	372	258	414	156
531212	Offices of real estate brokers	6,118	2,403	40	53	13

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531310	Real estate property managers	11,859	1,240	78	80	2
531320	Offices of real estate appraisers	993	14,803	6	10	4
531390	Other activities related to real estate	5,979	2,459	39	50	11
532111	Passenger car rental	959	15,328	6	8	2
532112	Passenger car leasing	323	45,510	2	7	5
532120	Truck, utility trailer and recreational vehicle (RV) rental and leasing	565	26,017	4	6	2
532210	Consumer electronics and appliance rental	188	78,190	1	1	0
532280	All other consumer goods rental	618	23,786	4	1	-3
532310	General rental centres	309	47,572	2	4	2
532410	Construction, transportation, mining, and forestry machinery and equipment rental and leasing	1,303	11,281	9	20	11
532420	Office machinery and equipment rental and leasing	143	102,795	1	3	2
532490	Other commercial and industrial machinery and equipment rental and leasing	878	16,742	6	7	1
533110	Lessors of non-financial intangible assets (except copyrighted works)	859	17,113	6	6	0
541110	Offices of lawyers	14,949	983	98	58	-40
541120	Offices of notaries	31	474,185	0	0	0
541190	Other legal services	4,360	3,371	29	22	-7
541212	Offices of accountants	10,263	1,432	67	71	4
541213	Tax preparation services	2,101	6,997	14	10	-4
541215	Bookkeeping, payroll and related services	8,531	1,723	56	58	2
541310	Architectural services	2,815	5,222	18	14	-4
541320	Landscape architectural services	888	16,554	6	14	8
541330	Engineering services	10,241	1,435	67	93	26
541340	Drafting services	674	21,810	4	4	0
541350	Building inspection services	928	15,840	6	10	4
541360	Geophysical surveying and mapping services	171	85,963	1	0	-1

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Focus Area	Businesses in Focus Area	Potential Businesses
541370	Surveying and mapping (except geophysical) services	374	39,304	2	3	1
541380	Testing laboratories	682	21,554	4	7	3
541410	Interior design services	3,687	3,987	24	34	10
541420	Industrial design services	613	23,980	4	8	4
541430	Graphic design services	4,303	3,416	28	45	17
541490	Other specialized design services	1,277	11,511	8	16	8
541514	Computer systems design and related services (except video game design and development)	51,027	288	334	331	-3
541515	Video game design and development services	561	26,203	4	0	-4
541611	Administrative management and general management consulting services	22,568	651	148	233	85
541612	Human resources consulting services	2,647	5,553	17	24	7
541619	Other management consulting services	15,692	937	103	148	45
541620	Environmental consulting services	1,622	9,063	11	17	6
541690	Other scientific and technical consulting services	9,009	1,632	59	71	12
541710	Research and development in the physical, engineering and life sciences	1,971	7,458	13	11	-2
541720	Research and development in the social sciences and humanities	462	31,818	3	0	-3
541810	Advertising agencies	3,390	4,336	22	29	7
541820	Public relations services	1,005	14,627	7	5	-2
541830	Media buying agencies	181	81,214	1	1	0
541840	Media representatives	674	21,810	4	5	1
541850	Display advertising	712	20,646	5	7	2
541860	Direct mail advertising	119	123,527	1	2	1
541870	Advertising material distribution services	462	31,818	3	5	2
541891	Specialty advertising distributors	510	28,823	3	7	4
541899	All other services related to advertising	2,157	6,815	14	20	6
541910	Marketing research and public opinion polling	1,504	9,774	10	11	1
541920	Photographic services	3,939	3,732	26	24	-2

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Focus Area	Businesses in Focus Area	Potential Businesses
541930	Translation and interpretation services	1,262	11,648	8	2	-6
541940	Veterinary services	2,716	5,412	18	38	20
541990	All other professional, scientific and technical services	12,712	1,156	83	74	-9
551113	Holding companies	11,648	1,262	76	89	13
551114	Head offices	3,169	4,639	21	14	-7
561110	Office administrative services	7,014	2,096	46	57	11
561210	Facilities support services	212	69,338	1	2	1
561310	Employment placement agencies and executive search services	2,817	5,218	18	8	-10
561320	Temporary help services	999	14,714	7	5	-2
561330	Professional employer organizations	67	219,399	0	0	0
561410	Document preparation services	672	21,875	4	7	3
561420	Telephone call centres	439	33,485	3	1	-2
561430	Business service centres	656	22,408	4	4	0
561440	Collection agencies	146	100,683	1	0	-1
561450	Credit bureaus	38	386,835	0	0	0
561490	Other business support services	5,868	2,505	38	56	18
561510	Travel agencies	2,587	5,682	17	24	7
561520	Tour operators	414	35,507	3	1	-2
561590	Other travel arrangement and reservation services	633	23,222	4	5	1
561611	Investigation services	392	37,499	3	4	1
561612	Security guard and patrol services	646	22,755	4	2	-2
561613	Armoured car services	44	334,085	0	0	0
561621	Security systems services (except locksmiths)	1,223	12,019	8	14	6
561622	Locksmiths	356	41,291	2	2	0
561710	Exterminating and pest control services	525	27,999	3	3	0
561721	Window cleaning services	716	20,530	5	7	2
561722	Janitorial services (except window cleaning)	11,565	1,271	76	71	-5

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Focus Area	Businesses in Focus Area	Potential Businesses
561730	Landscaping services	9,212	1,596	60	238	178
561740	Carpet and upholstery cleaning services	690	21,304	5	4	-1
561791	Duct and chimney cleaning services	270	54,443	2	5	3
561799	All other services to buildings and dwellings	1,623	9,057	11	23	12
561910	Packaging and labelling services	299	49,163	2	3	1
561920	Convention and trade show organizers	563	26,110	4	4	0
561990	All other support services	6,161	2,386	40	63	23
562110	Waste collection	652	22,546	4	11	7
562210	Waste treatment and disposal	416	35,336	3	10	7
562910	Remediation services	177	83,049	1	2	1
562920	Material recovery facilities	115	127,824	1	1	0
562990	All other waste management services	400	36,749	3	7	4
611110	Elementary and secondary schools	1,061	13,855	7	5	-2
611210	Community colleges and C.E.G.E.P.s	239	61,505	2	1	-1
611310	Universities	80	183,747	1	1	0
611410	Business and secretarial schools	47	312,760	0	2	2
611420	Computer training	428	34,345	3	3	0
611430	Professional and management development training	1,664	8,834	11	7	-4
611510	Technical and trade schools	656	22,408	4	1	-3
611610	Fine arts schools	1,634	8,996	11	12	1
611620	Athletic instruction	3,105	4,734	20	43	23
611630	Language schools	425	34,588	3	2	-1
611690	All other schools and instruction	5,844	2,515	38	53	15
611710	Educational support services	2,656	5,535	17	9	-8
621110	Offices of physicians	33,460	439	219	141	-78
621210	Offices of dentists	12,428	1,183	81	68	-13
621310	Offices of chiropractors	3,360	4,375	22	32	10

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Focus Area	Businesses in Focus Area	Potential Businesses
621320	Offices of optometrists	2,345	6,269	15	18	3
621330	Offices of mental health practitioners (except physicians)	3,872	3,796	25	19	-6
621340	Offices of physical, occupational, and speech therapists and audiologists	5,933	2,478	39	41	2
621390	Offices of all other health practitioners	14,986	981	98	88	-10
621410	Family planning centres	93	158,062	1	0	-1
621420	Out-patient mental health and substance abuse centres	267	55,055	2	2	0
621494	Community health centres	705	20,851	5	2	-3
621499	All other out-patient care centres	2,145	6,853	14	16	2
621510	Medical and diagnostic laboratories	2,057	7,146	13	10	-3
621610	Home health care services	2,038	7,213	13	16	3
621911	Ambulance (except air ambulance) services	84	174,997	1	0	-1
621912	Air ambulance services	28	524,990	0	0	0
621990	All other ambulatory health care services	904	16,261	6	10	4
622111	General (except paediatric) hospitals	247	59,513	2	2	0
622112	Paediatric hospitals	14	1,049,980	0	0	0
622210	Psychiatric and substance abuse hospitals	39	376,916	0	1	1
622310	Specialty (except psychiatric and substance abuse) hospitals	77	190,905	1	1	0
623110	Nursing care facilities	1,155	12,727	8	9	1
623210	Residential developmental handicap facilities	1,429	10,287	9	25	16
623221	Residential substance abuse facilities	107	137,381	1	0	-1
623222	Homes for the psychiatrically disabled	169	86,981	1	0	-1
623310	Community care facilities for the elderly	1,064	13,816	7	12	5
623991	Transition homes for women	66	222,723	0	0	0
623992	Homes for emotionally disturbed children	223	65,918	1	1	0
623993	Homes for the physically handicapped or disabled	153	96,077	1	0	-1
623999	All other residential care facilities	837	17,562	5	1	-4

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Focus Area	Businesses in Focus Area	Potential Businesses
624110	Child and youth services	936	15,705	6	10	4
624120	Services for the elderly and persons with disabilities	1,102	13,339	7	7	0
624190	Other individual and family services	2,973	4,944	19	15	-4
624210	Community food services	284	51,760	2	0	-2
624220	Community housing services	179	82,121	1	1	0
624230	Emergency and other relief services	189	77,776	1	2	1
624310	Vocational rehabilitation services	811	18,125	5	2	-3
624410	Child day-care services	10,018	1,467	66	48	-18
711111	Theatre (except musical) companies	417	35,251	3	2	-1
711112	Musical theatre and opera companies	136	108,086	1	0	-1
711120	Dance companies	467	31,477	3	5	2
711130	Musical groups and artists	3,223	4,561	21	16	-5
711190	Other performing arts companies	294	49,999	2	0	-2
711213	Horse race tracks	410	35,853	3	14	11
711214	Other racing facilities and related activities	112	131,248	1	7	6
711215	Independent athletes performing before a paying audience	103	142,716	1	2	1
711217	Sports teams and clubs performing before a paying audience	71	207,038	0	0	0
711311	Live theatres and other performing arts presenters with facilities	126	116,664	1	1	0
711319	Sports stadiums and other presenters with facilities	139	105,753	1	3	2
711321	Performing arts promoters (presenters) without facilities	435	33,792	3	2	-1
711322	Festivals without facilities	400	36,749	3	5	2
711329	Sports presenters and other presenters without facilities	123	119,510	1	2	1
711411	Agents and managers for artists, entertainers and other public figures	607	24,217	4	3	-1
711412	Sports agents and managers	125	117,598	1	1	0
711511	Independent visual artists and artisans	2,531	5,808	17	12	-5
711512	Independent actors, comedians and performers	4,087	3,597	27	29	2

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Focus Area	Businesses in Focus Area	Potential Businesses
711513	Independent writers and authors	2,391	6,148	16	10	-6
712111	Non-commercial art museums and galleries	133	110,524	1	1	0
712115	History and science museums	69	213,039	0	1	1
712119	Other museums	144	102,081	1	0	-1
712120	Historic and heritage sites	56	262,495	0	1	1
712130	Zoos and botanical gardens	37	397,290	0	1	1
712190	Nature parks and other similar institutions	87	168,962	1	3	2
713110	Amusement and theme parks	116	126,722	1	0	-1
713120	Amusement arcades	212	69,338	1	2	1
713210	Casinos (except casino hotels)	22	668,169	0	0	0
713291	Lotteries	141	104,253	1	0	-1
713299	All other gambling industries	145	101,377	1	1	0
713910	Golf courses and country clubs	831	17,689	5	21	16
713920	Skiing facilities	68	216,172	0	2	2
713930	Marinas	444	33,107	3	6	3
713940	Fitness and recreational sports centres	3,692	3,982	24	33	9
713950	Bowling centres	172	85,464	1	1	0
713991	Sports clubs, teams and leagues performing before a non-paying audience	1,354	10,857	9	17	8
713992	Other sport facilities	361	40,719	2	4	2
713999	All other amusement and recreation industries	868	16,935	6	13	7
721111	Hotels	1,306	11,256	9	3	-6
721112	Motor hotels	209	70,334	1	1	0
721113	Resorts	412	35,679	3	1	-2
721114	Motels	798	18,421	5	1	-4
721120	Casino hotels	3	4,899,907	0	0	0
721191	Bed and breakfast	645	22,790	4	1	-3

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Focus Area	Businesses in Focus Area	Potential Businesses
721192	Housekeeping cottages and cabins	577	25,476	4	4	0
721198	All other traveller accommodation	401	36,658	3	0	-3
721211	Recreational vehicle (RV) parks and campgrounds	757	19,418	5	5	0
721212	Hunting and fishing camps	552	26,630	4	2	-2
721213	Recreational (except hunting and fishing) and vacation camps	411	35,766	3	3	0
721310	Rooming and boarding houses	397	37,027	3	1	-2
722310	Food service contractors	753	19,522	5	3	-2
722320	Caterers	2,199	6,685	14	13	-1
722330	Mobile food services	892	16,480	6	6	0
722410	Drinking places (alcoholic beverages)	967	15,201	6	2	-4
722511	Full-service restaurants	17,020	864	111	99	-12
722512	Limited-service eating places	16,313	901	107	125	18
811111	General automotive repair	8,741	1,682	57	70	13
811112	Automotive exhaust system repair	179	82,121	1	1	0
811119	Other automotive mechanical and electrical repair and maintenance	1,305	11,264	9	9	0
811121	Automotive body, paint and interior repair and maintenance	3,365	4,368	22	30	8
811122	Automotive glass replacement shops	578	25,432	4	4	0
811192	Car washes	1,269	11,584	8	9	1
811199	All other automotive repair and maintenance	1,379	10,660	9	11	2
811210	Electronic and precision equipment repair and maintenance	1,751	8,395	11	17	6
811310	Commercial and industrial machinery and equipment (except automotive and electronic) repair and maintenance	3,144	4,675	21	31	10
811411	Home and garden equipment repair and maintenance	815	18,036	5	13	8
811412	Appliance repair and maintenance	1,128	13,032	7	11	4
811420	Reupholstery and furniture repair	644	22,826	4	4	0
811430	Footwear and leather goods repair	179	82,121	1	2	1
811490	Other personal and household goods repair and maintenance	2,222	6,616	15	32	17

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Focus Area	Businesses in Focus Area	Potential Businesses
812114	Barber shops	1,577	9,321	10	6	-4
812115	Beauty salons	8,756	1,679	57	49	-8
812116	Unisex hair salons	4,830	3,043	32	30	-2
812190	Other personal care services	4,917	2,990	32	33	1
812210	Funeral homes	612	24,019	4	4	0
812220	Cemeteries and crematoria	228	64,472	1	7	6
812310	Coin-operated laundries and dry cleaners	605	24,297	4	6	2
812320	Dry cleaning and laundry services (except coin-operated)	1,515	9,703	10	8	-2
812330	Linen and uniform supply	131	112,212	1	0	-1
812910	Pet care (except veterinary) services	1,932	7,609	13	31	18
812921	Photo finishing laboratories (except one-hour)	55	267,268	0	1	1
812922	One-hour photo finishing	42	349,993	0	0	0
812930	Parking lots and garages	354	41,525	2	2	0
812990	All other personal services	6,404	2,295	42	45	3
813110	Religious organizations	9,728	1,511	64	60	-4
813210	Grant-making and giving services	4,608	3,190	30	33	3
813310	Social advocacy organizations	1,327	11,077	9	10	1
813410	Civic and social organizations	4,617	3,184	30	17	-13
813910	Business associations	1,901	7,733	12	10	-2
813920	Professional organizations	1,539	9,551	10	8	-2
813930	Labour organizations	680	21,617	4	0	-4
813940	Political organizations	32	459,366	0	0	0
813990	Other membership organizations	8,516	1,726	56	31	-25
814110	Private households	4,249	3,460	28	18	-10
911110	Defence services	12	1,224,977	0	0	0
911210	Federal courts of law	10	1,469,972	0	0	0
911220	Federal correctional services	4	3,674,931	0	0	0

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Focus Area	Businesses in Focus Area	Potential Businesses
911230	Federal police services	2	7,349,861	0	0	0
911240	Federal regulatory services	8	1,837,465	0	0	0
911290	Other federal protective services	4	3,674,931	0	0	0
911310	Federal labour and employment services	6	2,449,954	0	0	0
911320	Immigration services	2	7,349,861	0	0	0
911410	Foreign affairs	4	3,674,931	0	0	0
911420	International assistance	3	4,899,907	0	0	0
911910	Other federal government public administration	131	112,212	1	0	-1
912110	Provincial courts of law	15	979,981	0	0	0
912130	Provincial police services	4	3,674,931	0	0	0
912150	Provincial regulatory services	34	432,345	0	0	0
912190	Other provincial protective services	18	816,651	0	0	0
912210	Provincial labour and employment services	14	1,049,980	0	0	0
912910	Other provincial and territorial public administration	220	66,817	1	0	-1
913130	Municipal police services	22	668,169	0	1	1
913140	Municipal fire-fighting services	22	668,169	0	0	0
913150	Municipal regulatory services	40	367,493	0	0	0
913190	Other municipal protective services	4	3,674,931	0	0	0
913910	Other local, municipal and regional public administration	596	24,664	4	4	0
914110	Aboriginal public administration	170	86,469	1	1	0

Table 28: Market Threshold Analysis, 2021

Appendix 1: Glossary of Terms

This section provides 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.

Population Required to Sustain Business

This refers to the population of Ontario per business in each NAICS industry. For the purposes of this report, the figure is used as an estimate of the population threshold required to sustain a business in that given NAICS industry.

Theoretical Capacity for Trade Area

This refers to the theoretical number of businesses that a trade area could support in a given NAICS industry, based on its general population size. For the purposes of this report, the population threshold for each NAICS industry is calculated based on total population and number of businesses at the provincial level.

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