

# Deseronto's Customer Origin Survey & Trade Area Analysis Results

# Purpose

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

# Trade Area Analysis

- A trade area is the area that generates the majority of consumers (60 – 80%) for a community, business district or downtown.
- Different business will have different trade areas depending on their product.
  - Variety Store vs. Specialty Product Store
- A trade area is used to generate information about the people within the area.

# Customer Origin Survey

- Is a short survey used to collect information from customers at selected businesses to determine **where** they are from, and **why** they are shopping in the community.
- The Deseronto Customer Origin Survey collected data from **443** individuals at the following locations:
  - THE GREAT DESERONTO ANTIQUE EMPORIUM
  - POST OFFICE (CANADA POST)
  - DESERONTO FOODMARKET
  - LCBO
  - CIBC BANK
  - LALONDE AUTO REPAIR
  - HIS & HERS HAIR SALON
  - DIXIE LEE FRIED CHICKEN
  - GIT R DUN ROADHOUSE
  - UNITED RESTAURANT
  - IDA (PHARMACY)
  - THE DOLLAR CLUB
  - DOWNTOWN VARIETY

# Deseronto's Trade Area



**75% of customers to downtown**

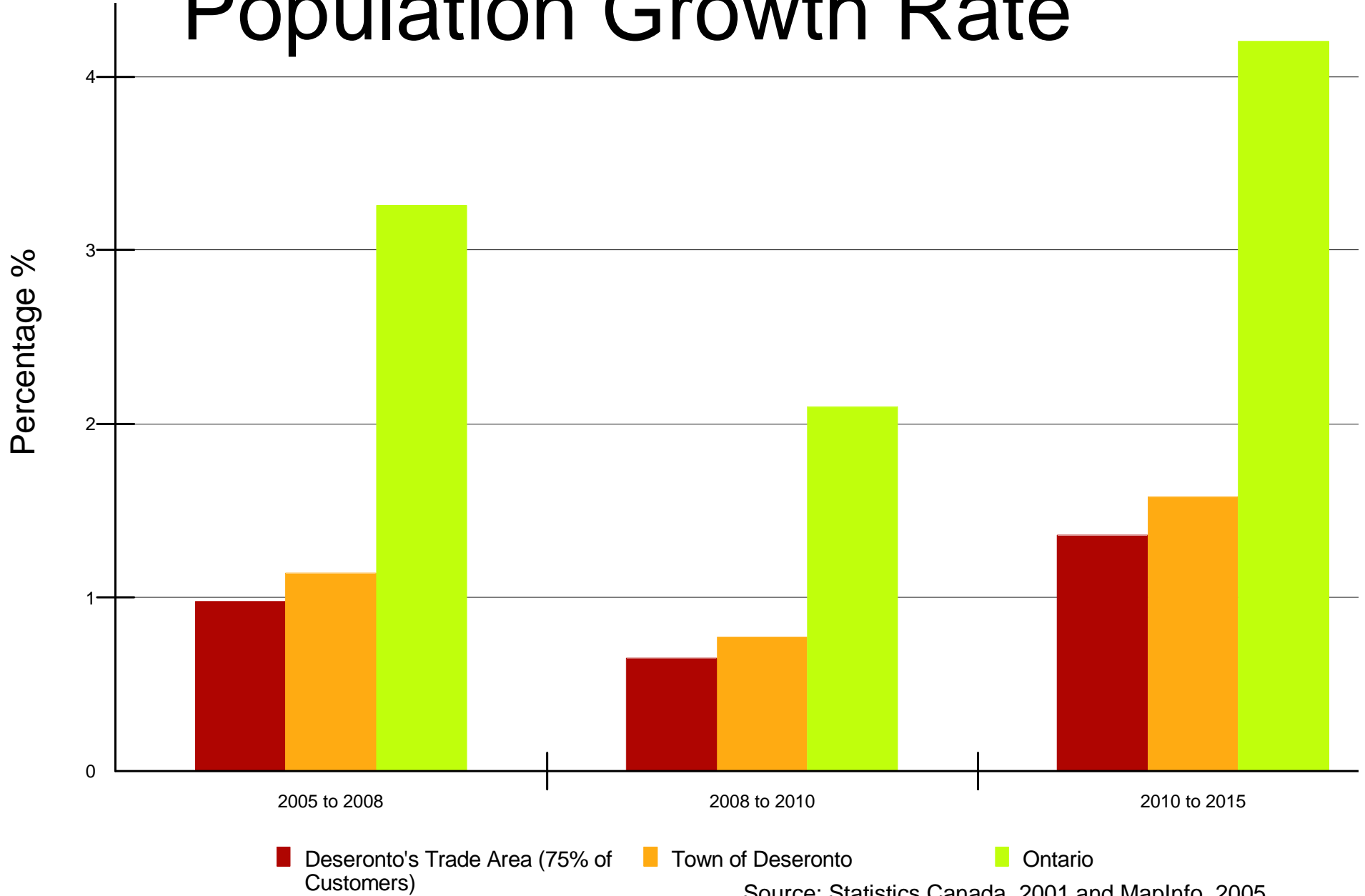
# Population & Households



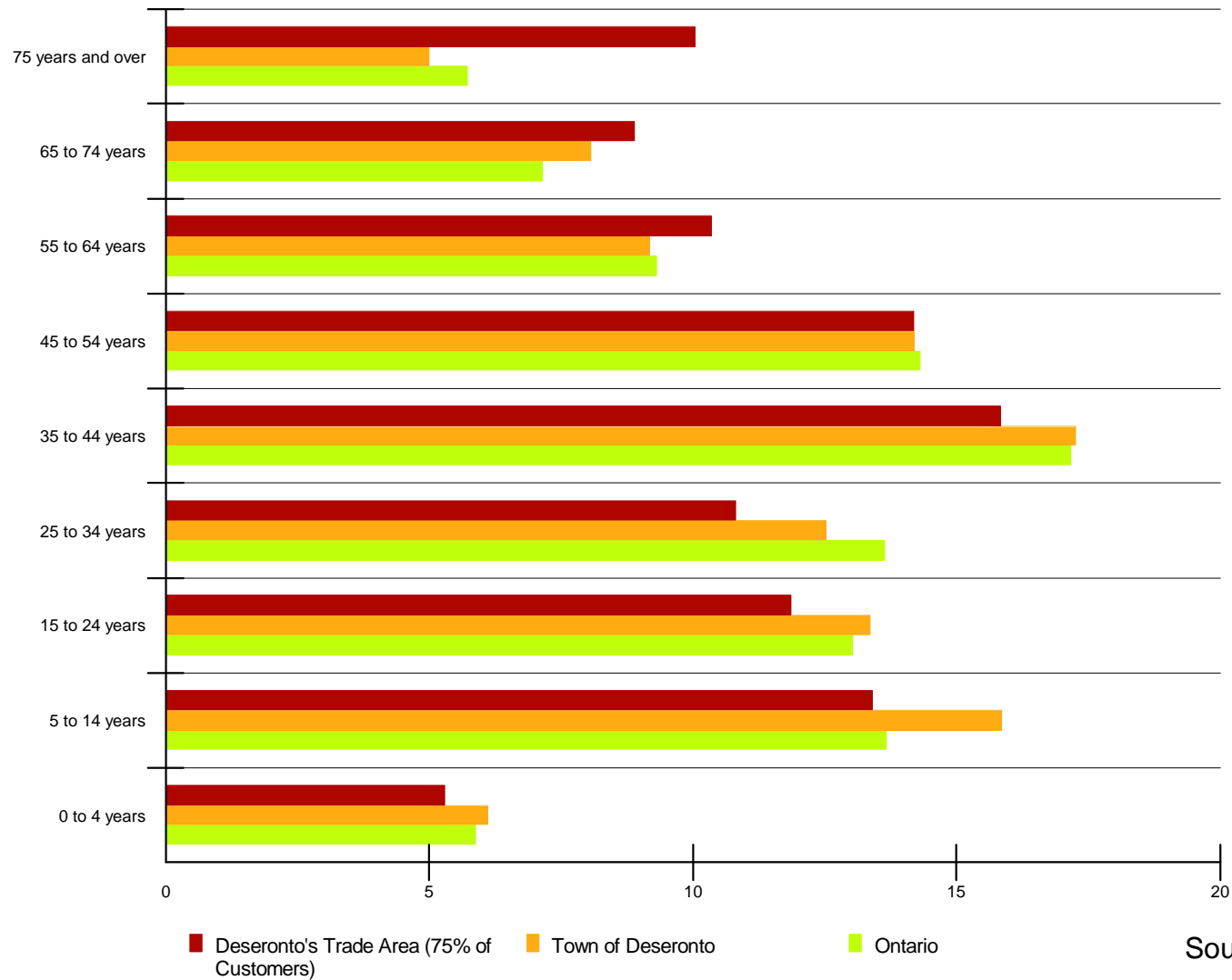
	<b>Deseronto's Trade Area (75% of Customers)</b>	<b>Town of Deseronto</b>
2001 Census*	10,158	1,795
2005 estimated	10,684	1,927
2005 Daytime Population	10,659	2,632
2005 Household estimate	4,351	740
Average number of persons in private households	2.4	2.6

Source: Statistics Canada, 2001 and MapInfo, 2005

# Population Growth Rate



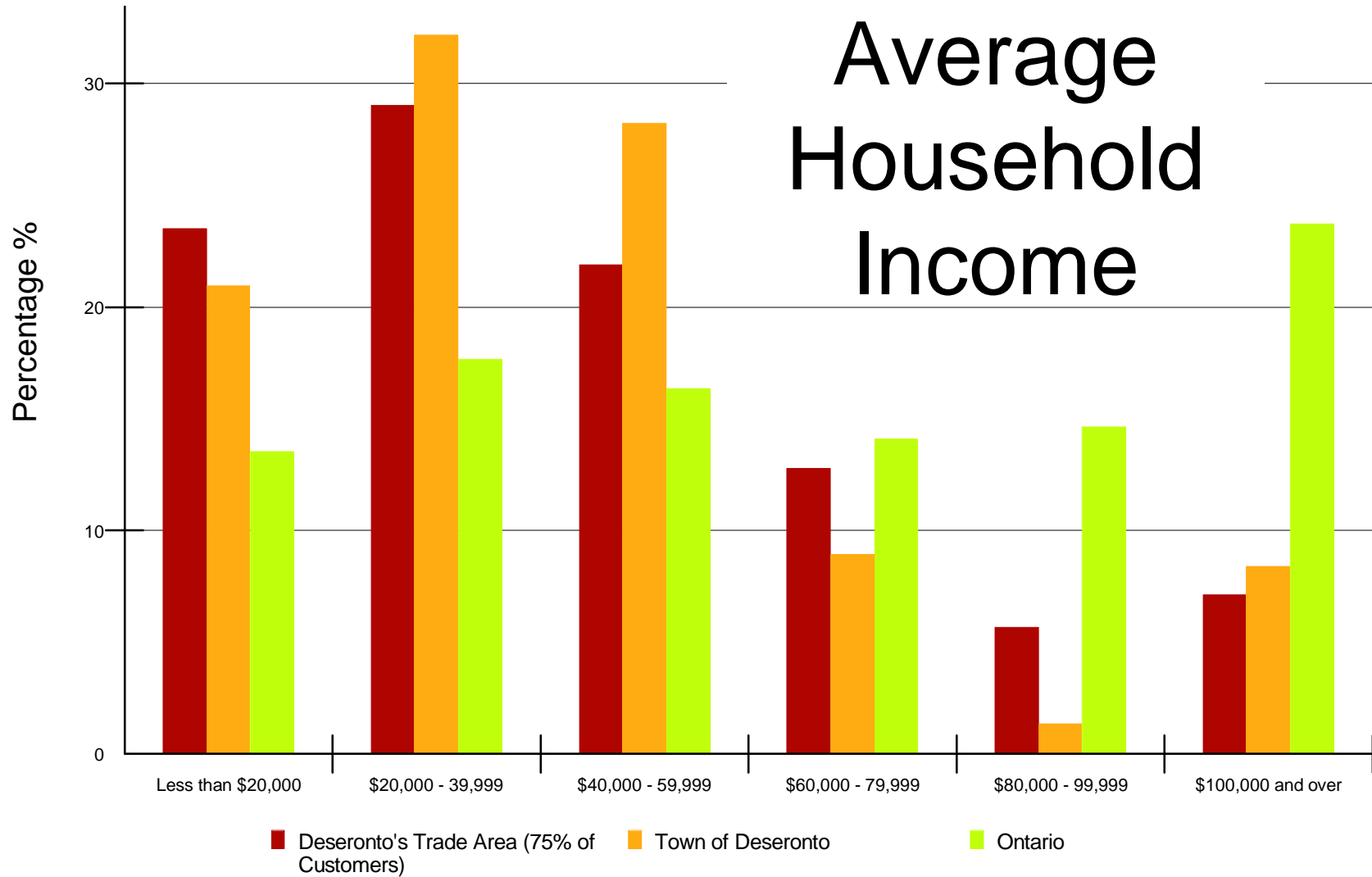
# Age



Source: Statistics Canada, 2001

	Deseronto's Trade Area (75% of Customers)		Town of Deseronto		County of Hastings	Ontario
Average age	41.1		37.4		40.2	37.5
Senior Citizens (65 and over)	1,925	19%	235	13%	17%	13%
0 to 14 years	1,901	18%	395	22%	19%	20%

# Average Household Income



Income	Deseronto's Trade Area (75% of Customers)	Town of Deseronto	County of Hastings	Ontario
<b>2001 Average Income Per Capita</b>	\$23,948	\$22,918	\$23,123	\$32,865
<b>Average household income 2001</b>	\$44,767	\$42,483	\$44,739	\$66,836
<b>Average household income 2005</b>	\$49,184	\$48,608	\$49,634	\$75,047

Source: Statistics Canada, 2001 and MapInfo, 2005

# Employment



Employment	Deseronto's Trade Area (75% of Customers)	Town of Deseronto	County of Hastings	Ontario
<b>Total Population 15 years and over by Labour Force Activity</b>	7,911	1,385	30,598	9,048,040
<b>In the labour force</b>	4,743	825	17,779	6,086,815
<b>Participation rate</b>	60.00%	59.60%	58.10%	67.30%
<b>Unemployment rate</b>	5.90%	7.30%	7.50%	6.10%

Source: Statistics Canada, 2001

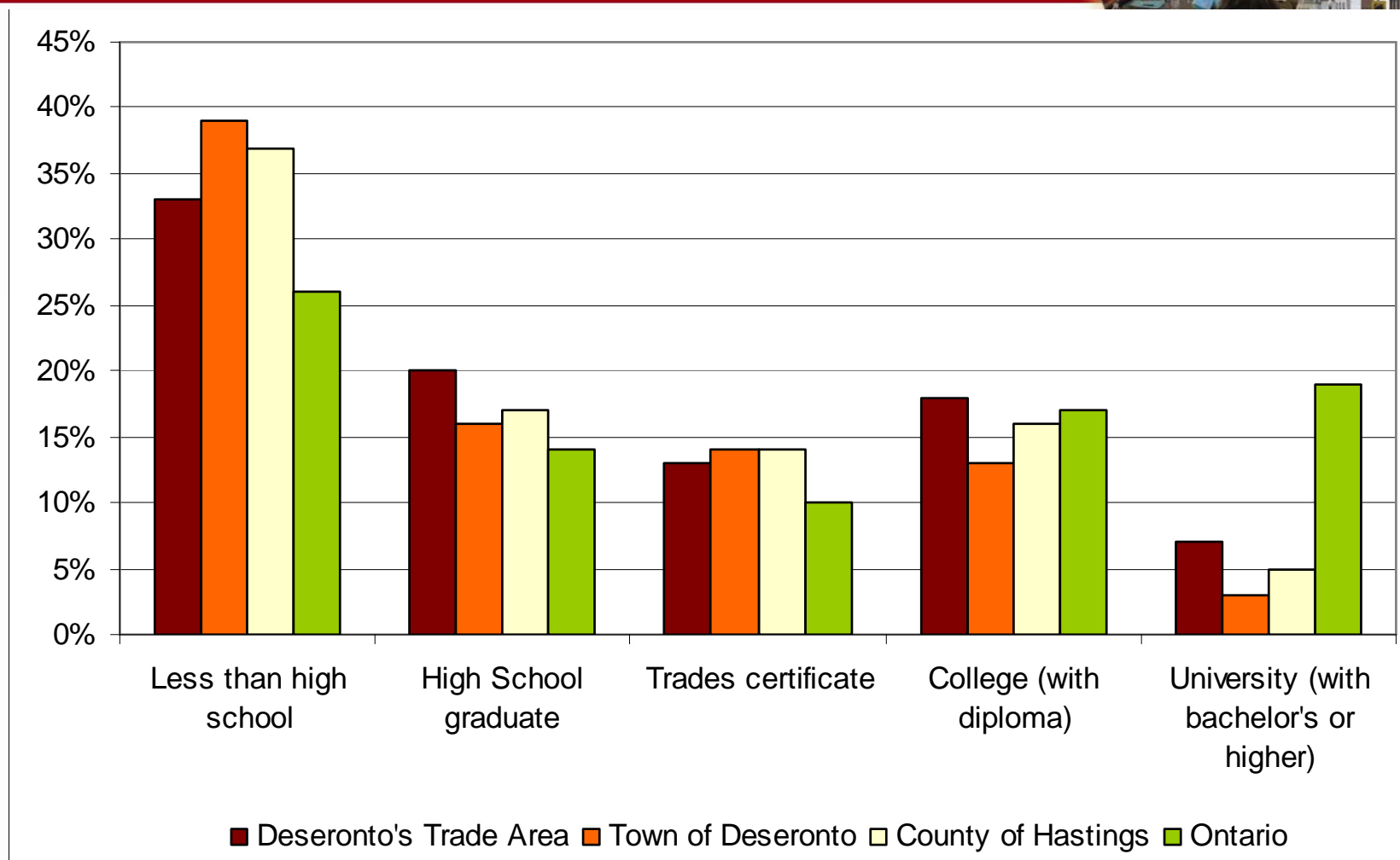
# Occupations



	Deseronto's Trade Area (75% of Customers)		Town of Deseronto		County of Hastings	Ontario
White Collar	1,288	28%	165	21%	25%	38%
Service Sector	1,858	40%	315	40%	35%	37%
Blue Collar	1,517	33%	315	40%	41%	25%

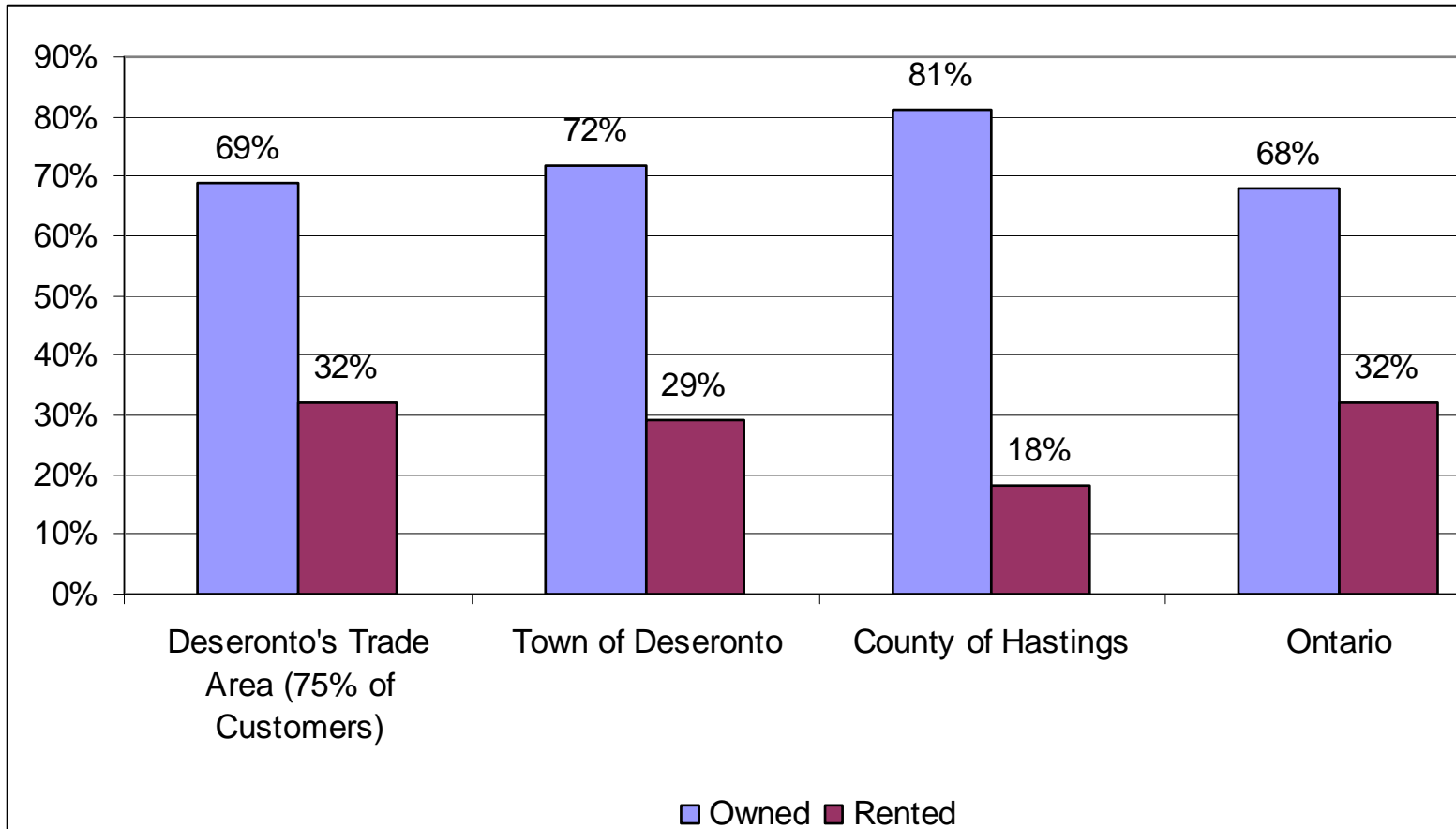
Source: Statistics Canada, 2001

# Highest Level of Education



Source: Statistics Canada, 2001

# Housing



Housing Tenure and Dwelling Characteristics	Deseronto's Trade Area (75% of Customers)	Town of Deseronto	County of Hastings	Ontario
<i>Average value of dwellings</i>	\$115,958	\$80,435	\$109,608	\$199,884

# Expenditure Potential



2005 Expenditure Potential Summary	Deseronto's Trade Area (75% of Customers)		Town of Deseronto		County of Hastings	Ontario
	Total Expenditure	Annual- Household Expenditures	Total Expenditure	Annual- Household Expenditures	Annual- Household Expenditures	Annual- Household Expenditures
<b>Total current consumption</b>	<b>\$149,881,327</b>	<b>\$36,269</b>	<b>\$25,641,043</b>	<b>\$36,388</b>	<b>\$37,235</b>	<b>\$50,344</b>
Food	\$25,500,686	\$5,861	\$4,436,903	\$5,995	\$6,061	\$7,562
Shelter	\$41,056,852	\$9,436	\$6,268,897	\$8,470	\$8,918	\$13,755
Household operation	\$10,511,447	\$2,416	\$1,904,783	\$2,574	\$2,634	\$3,247
Household furnishings and equipment	\$6,721,485	\$1,545	\$1,088,715	\$1,471	\$1,678	\$2,111
Clothing	\$8,942,402	\$2,055	\$1,542,431	\$2,084	\$2,120	\$2,994
Transportation	\$27,995,536	\$6,434	\$5,257,904	\$7,104	\$7,076	\$9,337
Health care	\$5,497,652	\$1,264	\$960,850	\$1,298	\$1,351	\$1,527
Personal care	\$3,762,338	\$865	\$639,669	\$864	\$858	\$1,181
Recreation	\$12,998,640	\$2,988	\$2,293,651	\$3,099	\$3,135	\$4,237
Reading materials and other printed matter	\$1,132,933	\$260	\$175,854	\$238	\$261	\$340
Tobacco products and alcoholic beverages	\$5,761,355	\$1,324	\$1,071,386	\$1,448	\$1,367	\$1,381

Source: MapInfo, 2005