

# **Appendix A: Background Data & Definition of Terms**

## **Gross Leasable Area (GLA)**

Gross leasable area (GLA) is the total retail floor area designed for tenant occupancy and exclusive use, including basements, upper floors and mezzanines. It is expressed in square feet, and measured from the centre line of joint partitions and from outside wall faces. GLA is the area on which tenants pay rent, and which produces income for a tenant. Since it lends itself readily to measurement and comparison, GLA has been adopted by the shopping centre industry as its standard for statistical comparison.

## **Per Capita Income**

Per capita income represents average total personal income before tax, as defined by Statistics Canada. The Trade Area income indices to the Province are based on the results of the 2006 Census of Canada, the most recent Census information available. Per Capita NFSR Expenditures and Distribution of Expenditures Figure A-1 details our calculations for 2007 per capita NFSR expenditures for the Province of Ontario based on Statistics Canada, Retail Trade data. Figure A-2 summarizes the distribution of NFSR expenditures by major store type for the Province.

## **Trade Area Per Capita Expenditures**

Per Capita expenditures in this report for Trade Area residents have been calculated based on a regression equations utilizing Statistics Canada, Household Expenditure data (see Figure A-3).

## **Expenditure Potential**

Expenditure potential is the total annual expenditures made by Trade Area residents. This includes purchases made both inside and outside of the Trade Area. It is calculated by multiplying the average per capita expenditure in each store category by the total population of a defined area.

## **Real Growth**

Real growth refers to the amount that sales volumes or expenditures would increase in future years with inflation eliminated. Therefore, references to the Canadian dollar, dealing with both the present and future period, reflect its 2007 value in this report. For the purposes of

our study, a real growth of 1.5% per year has been utilized for NFSR and 0.5% for FSR (see Figures A-4 and A-5 for historic).

## Retail/Service Space Classification

A detailed listing of retail and service space is included in Figure A-6.

## Benchmarks

In our report, typical industry benchmarks refers to average sales per square foot levels based on our market knowledge and published data from Statistics Canada. Figure A-7 summarizes average sales per square foot levels by NAICS category for chain stores in Canada (fiscal year 2004).

**Figure A-1**

### ONTARIO - RETAIL TRADE (PUBLICATION 63-005) - FSR (FOOD STORE) AND NFSR (NON-FOOD STORE RETAIL) PER CAPITA

(\$Thousands)						
QUARTER YEAR	1 2007	2 2007	3 2007	4 2007	ANNUALIZED TOTAL**	Per Capita
FOOD - Supermarkets and Grocery [090]	5,129,800	5,712,000	5,616,500	5,729,000	\$22,187,300	\$1,733
FOOD - Convenience and specialty food stores [100]	694,800	854,700	878,700	858,000	\$3,286,200	\$257
NFSR - Furniture stores [030]	771,400	853,000	959,800	945,200	\$3,529,400	\$276
NFSR - Home furnishings stores [040]	512,200	569,500	594,700	717,500	\$2,393,900	\$187
NFSR - Computer and software stores [050]	121,600	96,500	97,000	128,700	\$443,800	\$35
NFSR - Home electronics and appliance stores [060]	912,300	938,700	1,091,700	1,494,400	\$4,437,100	\$347
NFSR - Home centres and hardware stores [070]	1,254,900	2,055,900	1,911,700	1,668,300	\$6,890,800	\$538
NFSR - Specialized building materials and garden stores [080]	305,300	506,300	505,100	395,500	\$1,712,200	\$134
NFSR - Pharmacies and personal care stores [120]	2,681,900	2,770,900	2,768,300	3,059,100	\$11,280,200	\$881
NFSR - Clothing stores [140]	1,375,900	1,780,700	1,713,000	2,346,200	\$7,215,800	\$564
NFSR - Shoe, clothing accessories and jewellery stores [150]	424,800	563,100	575,300	739,000	\$2,302,200	\$180
NFSR - Department stores [170] * suppressed as of 4th quarter 2005	1,826,900	2,340,550	2,243,950	2,864,650	\$9,276,050	\$724
NFSR - Other general merchandise stores [180]	1,826,900	2,340,550	2,243,950	2,864,650	\$9,276,050	\$724
NFSR - Sporting goods, hobby, music and book stores [160]	800,400	828,600	911,400	1,196,200	\$3,736,600	\$292
NFSR - Miscellaneous store retailers [190]	845,000	1,016,600	1,044,200	1,192,200	\$4,098,000	\$320*
	63-005-January 2008	63-005-January 2008	63-005-January 2008	63-005-January 2008		
TOTAL ESTIMATED FSR SALES, ONTARIO					\$25,473,500	
POPULATION (July 1st Estimate)					Catalogue no. 91-002, Oct-Dec 2007, Preliminary	12,803,861
PER CAPITA FSR SALES						\$1,990
TOTAL NFSR STORE SALES, ONTARIO					\$66,592,100	
Less Miscellaneous Store Retailers - Non- NFSR Portion @ ***					10%	\$409,800
ADJUSTED TOTAL NFSR SALES, ONTARIO						\$66,182,300
POPULATION (July 1st Estimate)					Catalogue no. 91-002, Oct-Dec 2007, Preliminary	12,803,861
PER CAPITA NFSR STORE SALES						\$5,169
PER CAPITA AUTOMOTIVE - IBA						\$120

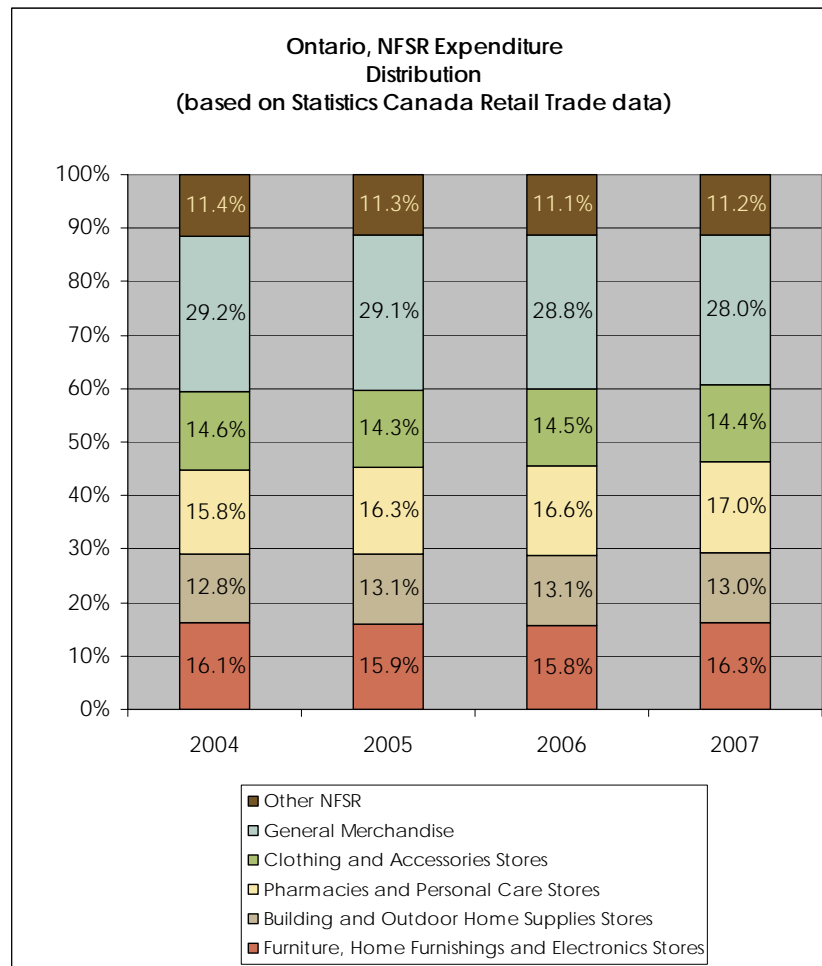
SOURCE: urbanMetrics inc.

\* Not adjusted for estimated Non-NFSR portion.

\*\* For part year data, annualized totals calculated by applying average indices of quarters for the past three years as a % of total, to current year partial sales.

\*\*\* urbanMetrics estimate. Excluded stores include: Mobile Home Dealers and Tomb Stone Dealers.

**Figure A-2**



**Figure A-3**

**PROVINCE OF ONTARIO  
INCOME/EXPENDITURE REGRESSION EQUATIONS, 2006**

		(x)	(y1)	(y2)
(n)	Average Per Capita Income of Income Quintile	Income	FSR	NFSR
1	\$10,068	35.6	91.4	65.0
2	\$16,554	58.5	98.3	71.0
3	\$22,196	78.5	96.0	89.2
4	\$27,492	97.2	97.4	98.3
5	\$48,575	171.7	109.6	138.3
All classes	\$28,290	100.0	100.0	100.0

**REGRESSION EQUATIONS:**

where x=income index (independent variable) and y = dependent variable (expenditure index for

urbanMetrics inc.	NFSR	$y = 44 + 0.56 (x)$ , where x is the income index
	Food	$y = 88 + 0.12 (x)$ , where x is the income index

SOURCE: urbanMetrics inc.

1) Based on Statistics Canada, Detailed Average Household Expenditure by Household Income Quintile, Ontario, 2005.  
Statistics Canada, Survey of Household Spending in 2006

*Figure A-4*

**PROVINCE OF ONTARIO  
HISTORIC REAL GROWTH IN FOOD STORE EXPENDITURES**

<b>Year</b>	<b>Per Capita Food Store Expenditures (1)</b>	<b>Consumer Price Index (1991 Base Year) (2)</b>	<b>Per Capita Expenditures (Constant \$)</b>	<b>Annual Real Growth</b>
1991	\$1,422	100.0	\$1,422	-
1992	\$1,412	97.0	\$1,455	2.3%
1993	\$1,439	100.7	\$1,429	-1.8%
1994	\$1,471	99.7	\$1,474	3.2%
1995	\$1,481	103.3	\$1,434	-2.7%
1996	\$1,419	103.8	\$1,367	-4.7%
1997	\$1,484	103.8	\$1,430	4.6%
1998	\$1,538	105.1	\$1,464	2.4%
1999	\$1,531	106.8	\$1,433	-2.1%
2000	\$1,577	108.2	\$1,457	1.7%
2001	\$1,579	113.6	\$1,390	-4.6%
2002	\$1,652	117.2	\$1,410	1.5%
2003	\$1,744	118.7	\$1,469	4.2%
2004	\$1,873	120.7	\$1,552	5.7%
2005	\$1,917	124.4	\$1,541	-0.7%
2006	\$1,928	127.0	\$1,518	-1.5%
2007	\$1,990	129.3	\$1,539	1.4%
<b>Average Annual Real Growth 1991 to 2007</b>				<b>0.5%</b>
<b>Average Annual - 2000 to 2007</b>				<b>0.8%</b>

SOURCE: urbanMetrics inc.

1) Based on Statistics Canada, *Retail Trade*, Publication 63-005 (NAICS).

2) Statistics Canada, *The Consumer Price Index* (CPI) for Food Purchased in Stores (Cansim Matrix P106002) .

*Figure A-5*

**PROVINCE OF ONTARIO  
HISTORIC REAL GROWTH IN NFSR STORE EXPENDITURES**

Year	Per Capita NFSR Expenditures (1)	Consumer Price Index (1991 Base Year) (2)	Per Capita Expenditures (Constant \$)	Annual Real Growth
1991	\$2,855	100.0	\$2,855	-
1992	\$2,908	101.5	\$2,866	0.4%
1993	\$2,964	103.0	\$2,877	0.4%
1994	\$3,129	103.2	\$3,032	5.4%
1995	\$3,161	105.6	\$2,992	-1.3%
1996	\$3,158	107.3	\$2,943	-1.6%
1997	\$3,457	109.7	\$3,150	7.1%
1998	\$3,749	111.2	\$3,371	7.0%
1999	\$3,986	113.0	\$3,528	4.7%
2000	\$4,087	115.0	\$3,553	0.7%
2001	\$4,159	117.6	\$3,537	-0.5%
2002	\$4,357	120.5	\$3,616	2.2%
2003	\$4,508	123.7	\$3,646	0.8%
2004	\$4,667	125.4	\$3,721	2.1%
2005	\$4,772	126.9	\$3,759	1.0%
2006	\$4,992	128.5	\$3,886	3.4%
2007	\$5,169	130.8	\$3,950	1.7%
<b>Average Annual Real Growth 1991 to 2007</b>				<b>2.1%</b>
<b>Average Annual, 2000 to 2007</b>				<b>1.5%</b>

SOURCE: urbanMetrics inc.

1) Based on Statistics Canada, *Retail Trade*, Publication 63-005 (NAICS).  
Excludes Automotive - TBA.

2) Statistics Canada, *The Consumer Price Index* (CPI) for All Items Excluding Food & Energy (Cansim Matrix P106127).

**Figure A-6**

urbanMetrics inc.

**RETAIL/SERVICE STORE CLASSIFICATION (BASED ON NORTH AMERICAN INDUSTRY CLASSIFICATION (NAICS))**

Trade Group	NAICS	Description
<b>FOOD</b>		
90	<b>Supermarkets</b>	
	44511	Supermarkets and Other Grocery (except Convenience) Stores
100	<b>Convenience and Specialty Food Stores</b>	
	44512	Convenience Stores
	44521	Meat Markets
	44522	Fish and Seafood Markets
	44523	Fruit and Vegetable Markets
	44529	Other Specialty Food Stores, including Baked Goods Stores, & Confectionary & Nut
<b>BEVERAGE STORES</b>		
110	<b>Beer, Wine and Liquor Stores</b>	
	44531	Beer, Wine and Liquor Stores
<b>NON-FOOD STORE RETAIL (NFSR)</b>		
<b>Automotive</b>		
20	<b>Used and Recreational Motor Vehicle and Parks Dealers (Tires, Batteries, Automotive Accessories component)</b>	
	44131	Automotive Parts and Accessories Stores
	44132	Tire Dealers
<b>Furniture, Home Furnishings and Electronics Stores</b>		
30	<b>Furniture Stores</b>	
	44211	Furniture Stores
40	<b>Home Furnishings Stores</b>	
	44221	Floor Covering Stores
	44229	Other Home Furnishings Stores (e.g. window treatments, kitchen and tableware, bedding and linens, brooms and brushes, lamps and shades, and prints and picture frames).
50	<b>Computer and Software Stores</b>	
	44312	Computer and Software Stores
60	<b>Home Electronics and Appliance Stores</b>	
	44311	Appliance, Television and other Electronics Stores
	44313	Camera and Photographic Supplies Stores
<b>Building and Outdoor Home Supplies Stores</b>		
70	<b>Home Centres and Hardware Stores</b>	
	44411	Home Centres
	44413	Hardware Stores
80	<b>Specialized Building Materials and Garden Stores</b>	
	44412	Paint and Wallpaper Stores
	44419	Other Building Material Dealers
		<i>Aluminum doors and screens, retail</i>
		<i>Brick and tile dealers, retail</i>
		<i>Cabinets, kitchen (to be installed), retail</i>
		<i>Concrete and cinder block dealers, retail</i>
		<i>Electrical supplies stores selling primarily to other business but also selling to household consumers</i>
		<i>Electrical supplies, retail</i>
		<i>Fencing dealers, retail</i>
		<i>Garage doors, retail (wood)</i>
		<i>Glass stores, retail</i>
		<i>Lumber and planing mill product dealers, retail</i>
		<i>Plumbing supplies stores selling primarily to other businesses but also selling to household consumers</i>
		<i>Plumbing supplies, retail</i>
		<i>Prefabricated house and building dealers, retail</i>
		<i>Retailers of ceramic floor and wall tiles</i>
		<i>Roofing material dealers, retail</i>
		<i>Sales of aluminum doors and installation</i>
		<i>Tile and brick dealers, retail</i>
	44421	Outdoor Power Equipment Stores
	44422	Nursery Stores and Garden Centres
<b>Pharmacies and Personal Care Stores</b>		
120	<b>Pharmacies and Personal Care Stores</b>	
	44611	Pharmacies and Drug Stores
	44612	Cosmetics, Beauty Supplies and Perfume Stores
	44613	Optical Goods Stores
	44619	Other Health and Personal Care Stores (includes stores retailing health and personal care items, such as vitamin supplements, hearing aids, and medical equipment and supplies)

**RETAIL/SERVICE STORE CLASSIFICATION (BASED ON NORTH AMERICAN INDUSTRY CLASSIFICATION (NAICS))****NON-FOOD STORE RETAIL (NFSR) (Continued)****Clothing and Accessories Stores**

140	<b>Clothing Stores</b>	
	44811	Men's Clothing Stores
	44812	Women's Clothing Stores
	44813	Children's and Infant's Clothing Stores
	44814	Family Clothing Stores
	44819	Other Clothing Stores
150	<b>Shoe, Clothing Accessories and Jewellery Stores</b>	
	44815	Clothing Accessories Stores
	44821	Shoe Stores
	44831	Jewellery Stores
	44832	Luggage and Leather Goods Stores

**General Merchandise Stores**

170	<b>Department Stores</b>	
	45211	Department Stores
180	<b>Other General Merchandise Stores</b>	
	45291	Warehouse Clubs and Superstores
	45299	All Other General Merchandise Stores:
	452991	<i>Home &amp; Auto (i.e. Canadian Tire)</i>
	452999	<i>Other General Merchandise Stores (e.g. general stores, variety stores, "dollar" stores)</i>

**Miscellaneous Retailers**

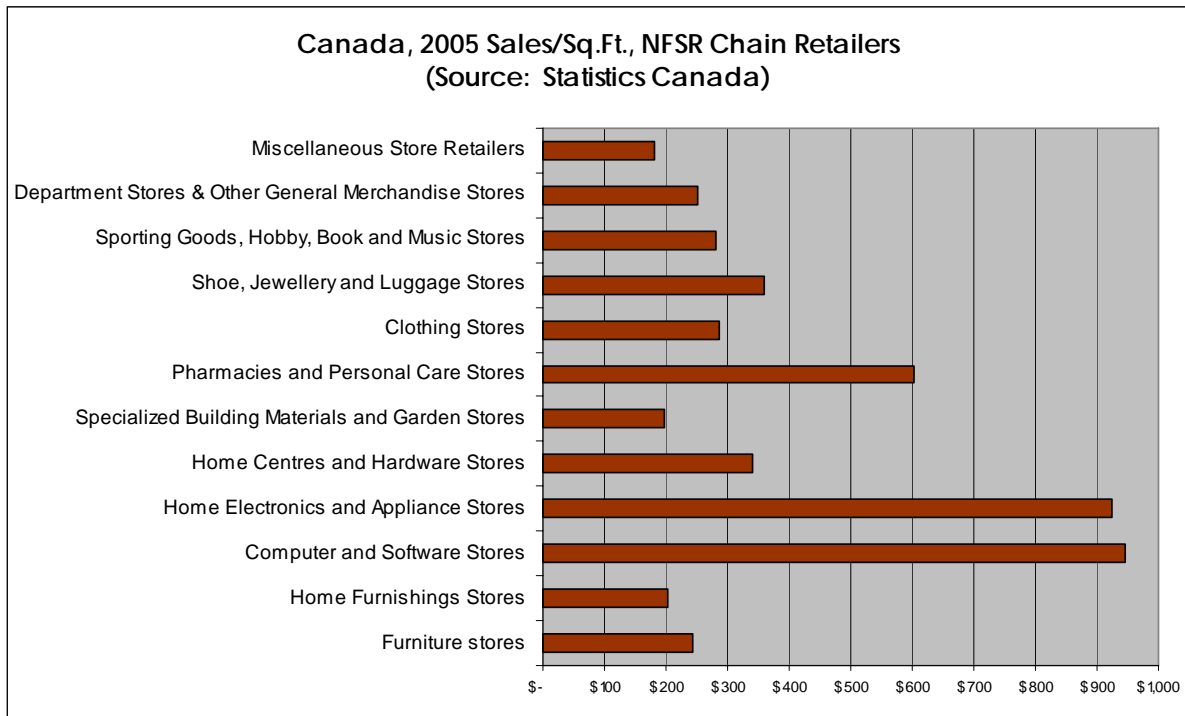
160	<b>Sporting Goods, Hobby, Music and Book Stores</b>	
	45111	Sporting Goods Stores
	45112	Hobby, Toy and Game Stores
	45113	Sewing, Needlework and Piece Goods Stores
	45114	Musical Instrument and Supplies Stores
	45121	Book Stores and News Dealers
	45122	Pre-Recorded Tape, Compact Disc and Record Stores
190	<b>Miscellaneous Store</b>	
	45311	Florists
	45321	Office Supplies and Stationery Stores
	45322	Gift, Novelty and Souvenir Stores
	45331	Used Merchandise Stores
	45391	Pet and Pet Supplies Stores
	45392	Art Dealers
	45399	All Other Miscellaneous Store Retailers:
	453991	<i>Tobacco &amp; Tobacco supplies</i>
	453992	<i>Artist Supplies</i>
	453993	<i>Collectors items (cards, stamps etc.)</i>
	453994	<i>Beer &amp; Wine Making</i>
	453995	<i>Swimming Pool Accessories</i>
	453996	<i>Religious Goods and Accessories</i>



**RETAIL/SERVICE STORE CLASSIFICATION (BASED ON NORTH AMERICAN INDUSTRY CLASSIFICATION (NAICS))****SERVICES**

200	<b>Consumer Services Rental</b>	
	5322	Consumer Goods Rental (including formal wear, costume, video, tape & disc rental)
	5323	General Rental Centres (including tools, party rental)
210	<b>Finance and Insurance</b>	
	52211	Banks
	52213	Credit Unions
220	<b>Insurance and Real Estate</b>	
	52421	Insurance Agencies and Brokerages
	53121	Offices of Real Estate Agents and Brokers
230	<b>Professional, Scientific &amp; Technical Services</b>	
	5411	Legal Services
	5412	Accounting, Tax Preparation, Bookkeeping and Payroll Services
	5413	Architectural, Engineering and Related Services
	5414	Specialized Design Services
	5415	Computer Systems Design and Related Services
	5416	Management, Scientific and Technical Consulting Services
	5417	Scientific Research and Development Services
	5418	Advertising and Related Services
	54191	Marketing Research and Public Opinion Polling
	54192	Photographic Services
	54194	Veterinary Services
	54199	All Other Professional, Scientific and Technical Services
240	<b>Selected Office Administrative Services</b>	
	5613	Employment Services
	56143	Business Service Centres (eg. printing, copying, mail centres)
	56144	Collection Agencies
	56145	Credit Bureaus
241	56151	Travel Agencies
250	<b>Health Care Services</b>	
	6211	Offices of Physicians
	6212	Offices of Dentists
	6213	Offices of Other Health Practitioners
	6214	Out-Patient Care Centres (e.g. Family Planning, Community Health)
	6215	Medical and Diagnostic Laboratories
260	<b>Entertainment</b>	
261	71312	Amusement Arcades
262	71394	Fitness & Recreational Sports Centres
263	71399	All other Amusement and Recreation Industries (includes billiards parlours)
264	51213	Motion Picture and Video Exhibition (includes cinemas)
270	<b>Food Services and Drinking Places</b>	
271	7221	Full-Service Restaurants
272	7222	Limited-Service Eating Places
273	7224	Drinking Places (Alcoholic Beverages)
280	<b>Personal and Household Goods Repair and Maintenance</b>	
281	8111	Automotive Repair & Maintenance (includes lubrication, diagnostic centre, tire repair, undercoating, car washes etc.)
282	8114	Personal and Household Goods Repair and Maintenance (including appliance repair, reupholstery & furniture repair, shoe repair, key duplication etc.)
290	<b>Personal Care Services</b>	
	8121	Personal Care Services (including hair, beauty, tanning salon, weight reduction centres, electrolysis, estheticians etc.)
	8123	Dry Cleaning and Laundry Services
	8129	Other Personal Services (e.g. pet care (except Veterinary), Photo Finishing)
300	<b>VACANT</b>	
	9999	VACANT RETAIL/SERVICE SPACE

**Figure A-7**



## Appendix B: Population Estimates and Forecasts

urbanMetrics has made the following assumptions for estimating and forecasting the population for the Trade Area:

**City of Peterborough & STA – Peterborough County:** The Places to Grow Report has produced 2001 and 2011 population totals for the City of Peterborough and Peterborough County. The City and County forecasts are then combined for years 2021 and 2031 to produce a combined population of 144,000 in 2021 and 149,000 in 2031.<sup>1</sup> City and County population totals for 2021 and 2031 were taken from the *Proposed Schedule 3 Amendment for Population and Employment* and the highlighted years represent interpolated growth estimates produced by urbanMetrics.<sup>2</sup> Based on these assumptions, by 2026 the City and County's populations will reach 86,000 and 60,500 respectively.

**Figure B-1: Proposed Population Amendment Submitted by the City and County to the Provincial Development Facilitator, 2001 to 2031**

	2001	2006	2011	2016	2021	2026	2031
City of Peterborough	74,000	76,500	79,000	81,500	84,000	86,000	88,000
County of Peterborough	56,000	57,000	58,000	59,000	60,000	60,500	61,000
Total Peterborough	130,000	133,500	137,000	140,500	144,000	146,500	149,000

**Source:** Proposed Schedule 3 Amendment. Letter to the Office of the Provincial Development Facilitator  
**Note:** Highlighted years are urbanMetrics estimates

Considering that the 2006 Census population figure for Peterborough County is already above the 2011 forecast total in the Places to Grow, urbanMetrics has adjusted the 2011 and 2016 population forecasts to reflect current population trends. The 2021 and 2026 population forecasts have not been altered.

**Figure B-2: Revised Population Forecast for Peterborough City & County, 2006 to 2026**

Population Forecast Models	2006	2011	2016	2021	2026
Proposed Amendment to Schedule 3 Forecast					
STA - Peterborough County	57,000	58,000	59,000	60,000	60,500
urbanMetrics Forecast					
STA - Peterborough County*	58,200	58,800	59,300	60,000	60,500

**Source:** urbanMetrics inc.

<sup>1</sup> Places to Grow figures include undercount.

<sup>2</sup> City of Peterborough and Peterborough County, Letter to the Office of the Provincial Development Facilitator. Re: **Peterborough County and City Population and Employment Projection Allocations**. November 2, 2006.

**STA – City of Kawartha Lakes:** The Places to Grow Report has projected that the population for the City of Kawartha Lakes will increase from 72,000 in 2001 to 100,000 by 2031. The 2006 Census population for the City of Kawartha Lakes was 77,400, which was above the Places to Grow forecast of 76,000. As a result, the expected level of growth for the 2006 to 2011 period has been reduced.

**Figure B-3: Population Forecast for the City of Kawartha Lakes, 2006 to 2026**

	2001	2006	2011	2016	2021	2026	2031
<b>Places to Grow Forecast (in bold)</b>							
City of Kawartha Lakes	<b>72,000</b>	76,000	<b>80,000</b>	85,500	<b>91,000</b>	96,000	<b>100,000</b>
GROWTH		4,000	4,000	5,500	5,500	5,000	4,000
urbanMetrics Forecast		Census					
City of Kawartha Lakes		77,400	<b>80,000</b>	85,500	<b>91,000</b>	96,000	<b>100,000</b>
GROWTH			2,600	5,500	5,500	5,000	4,000
STA - City of Kawartha Lakes % of Growth			86.5%	86.8%	86.1%	87.3%	
STA - City of Kawartha Lakes - Growth Allocation			2,250	4,777	4,734	4,365	
STA - City of Kawartha Lakes		61,900	64,100	68,900	73,600	78,000	

**Source:** urbanMetrics inc.

In order to forecast population growth within the STA – City of Kawartha Lakes, which only includes a portion of the City, we have incorporated growth forecasts that were prepared by the City of Kawartha Lakes for each of the former municipalities prior to the Places to Grow Report. The percentage of growth anticipated within the boundaries of STA – City of Kawartha Lakes has been calculated to represent approximately 87.0% of the growth total. As shown in Figure B-4, the former municipalities of Lindsay, Emily and Bobcaygeon, all of which are within the STA boundaries, are expected to absorb the majority of future growth.

**Figure B-4: Distribution of Population Growth within the City of Kawartha Lakes, 2006 to 2026**

	% of Growth			
	2006-2011	2011-2016	2016-2021	2021-2026
<b>Inside STA - City of Kawartha Lakes</b>				
Bexley	2.6%	2.3%	2.0%	2.1%
Bobcaygeon	5.4%	6.5%	7.1%	7.3%
Emily	14.1%	14.6%	14.9%	13.8%
Fenelon	1.0%	0.8%	0.2%	-0.8%
Fenelon Falls	1.8%	3.7%	2.8%	3.5%
Lindsay	48.2%	47.6%	53.1%	51.9%
Manvers	2.9%	0.9%	0.9%	0.0%
Omeme	0.0%	0.0%	0.0%	0.0%
Ops	4.1%	2.9%	1.0%	3.0%
Somerville	3.3%	3.7%	4.0%	3.7%
Sturgeon Point	0.2%	0.1%	0.1%	0.1%
Verulam	3.1%	3.6%	-0.1%	2.7%
<b>Subtotal</b>	<b>86.5%</b>	<b>86.8%</b>	<b>86.1%</b>	<b>87.3%</b>
<b>Outside STA - City of Kawartha Lakes</b>				
Carden	2.0%	2.0%	1.3%	1.7%
Dalton	0.6%	0.7%	0.7%	0.7%
Eldon	4.5%	3.5%	5.5%	5.1%
Laxton Digby Longford	1.5%	1.8%	1.9%	1.7%
Mariposa	3.5%	3.8%	3.3%	2.0%
Woodville	1.4%	1.3%	1.3%	1.4%
<b>Subtotal</b>	<b>13.5%</b>	<b>13.2%</b>	<b>13.9%</b>	<b>12.7%</b>
<b>City of Kawartha Lakes</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Source: City of Kawartha Lakes Planning Department**

For the forecast period, urbanMetrics has applied the percentage of growth that is expected within the STA – City of Kawartha Lakes to the population figures from our revised Places to Grow forecast, illustrated in B-3. This results in the STA – City of Kawartha Lakes population increasing from 61,900 in 2006 to 79,300 by 2026; a growth of 17,400 residents.

**Figure B-5: Forecast Population Growth for STA - City of Kawartha Lakes, 2006 to 2026**

	2006	2011	2016	2021	2026
City of Kawartha Lakes Growth	4,000	5,500	5,500	5,000	
Growth %	86.5%	86.8%	86.1%	87.3%	
STA - City of Kawartha Lakes Growth	3,500	4,800	4,700	4,400	
STA - City of Kawartha Lakes Population	61,900	65,400	70,200	74,900	79,300

**Source:** urbanMetrics inc.

**STA – Northumberland County:** The Places to Grow Report has forecast the population of Northumberland County to increase from 80,000 in 2001 to 96,000 by 2031. Since our STA –

Northumberland boundaries are not representative of the entire Northumberland County, we have incorporated local area population forecasts that were previously generated by the County.

**Figure B-6: Population Forecast for Northumberland County, 2006 to 2026**

	2001	2006	2011	2016	2021	2026	2031
<b>Places to Grow Forecast (in bold)</b>							
Northumberland	<b>80,458</b>	83,729	<b>87,000</b>	90,000	<b>93,000</b>	95,000	<b>96,000</b>
GROWTH		3,271	3,271	3,000	3,000	2,000	1,000
<b>urbanMetrics Forecast</b>		Census					
Northumberland		84,057	<b>87,000</b>	90,000	<b>91,000</b>	95,000	<b>100,000</b>
GROWTH			2,943	3,000	1,000	4,000	5,000
STA - Northumberland % of Growth			18.2%	10.2%	20.6%	14.4%	
STA - City of Kawartha Lakes - Growth Allocation			535	307	206	576	
STA - City of Kawartha Lakes		14,775	15,275	15,575	15,775	16,375	

Source: urbanMetrics inc.

Following the method that was applied to STA – City of Kawartha Lakes to generate population forecasts, we have used the relative population percentages for Trent Hills and Alnwick (which is now part of the Lower Tier Municipality of Alnwick-Haldimand). The Alnwick share of Alnwick-Haldimand growth has been estimated at 50.0%. Based on these assumptions, population growth in STA – Northumberland would represent approximately 15.0% of anticipated growth for Northumberland County between 2006 and 2026.

**Figure B-7: Distribution of Population Growth in Northumberland County, 2006 to 2026**

	% of Growth			
	2006-2011	2011-2016	2016-2021	2021-2026
<b>Inside STA - Northumberland County</b>				
Municipality of Alnwick	2.2%	2.1%	3.5%	2.4%
Municipality of Trent Hills	15.9%	8.2%	17.1%	12.0%
<b>Subtotal</b>	<b>18.2%</b>	<b>10.2%</b>	<b>20.6%</b>	<b>14.4%</b>
<b>Outside STA - Northumberland County</b>				
Municipality of Brighton	11.4%	8.4%	10.9%	7.4%
Town of Cobourg	32.4%	41.9%	25.5%	26.9%
Township of Cramahe	3.7%	3.4%	5.6%	3.8%
Township of Hamilton	5.7%	8.7%	7.8%	11.3%
Municipality of Port Hope	26.5%	25.4%	26.1%	33.7%
Municipality of Haldimand	2.2%	2.1%	3.5%	2.4%
<b>Subtotal</b>	<b>81.8%</b>	<b>89.8%</b>	<b>79.4%</b>	<b>85.6%</b>
<b>Northumberland County</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Municipality of Trent Hills Planning Department.

For the forecast period, urbanMetrics has applied the percentage of growth that is expected within the STA – Northumberland County to the population figures from the Places to Grow report. As a result, the population of the STA – Northumberland County would increase from 14,800 in 2006 to 16,500 by 2026; a growth of 1,700 residents over the 20-year period.

**Figure B-8: Forecast Population Growth for STA – Northumberland**

	2006	2011	2016	2021	2026
Northumberland County Growth	3,500	3,000	3,000	1,500	
Growth %	18.2%	10.2%	20.6%	14.4%	
STA - Northumberland County Growth	600	300	600	200	
STA - Northumberland County	14,800	15,400	15,700	16,300	16,500

**Source:** urbanMetrics inc.

## **Appendix C: City of Peterborough Commercial Space Inventory**

The inventory for the 2000 Retail Market Demand Study is shown below in Figure C-1. This inventory includes all food and non-food store retail, and a few service retailers. The District and Cluster totals shown in Figure C-1 do not match the totals shown in Figure 6-6 because all inventory sites are included in this inventory, while in Figure 6-6, the inventory is limited to only FSR and NFSR stores. The retail categories have been updated from the Standard Industrial Classification to the North American Industrial Classification to be consistent with recent Statistics Canada retail trade data.

The August, 2007 inventory is shown in Figure C-2 and is coded by NAICS. All food, non-food and service space was inventoried. Again, these totals do not match the totals shown in Figure 6-6 because this inventory included all service retailers, in addition to FSR and NFSR stores.



***Figure C-1: 2000 RMDS Inventory***

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
Centre	Commercial Core	129 Aylmer St. N	44211	30	Twohey's Furniture	Furniture Stores	16,350
		296 Aylmer St. N	45114	160	Bud's Music Centre	Sporting Goods, Hobby, Music & Book Stores	400
		311 Aylmer St. N	45331	190	Kenwest Antiques	Miscellaneous Retailers	550
		321 Aylmer St. N	44313	60	On the Spot Image Check	Home Electronics & Appliance Stores	1,900
		378 Aylmer St. N	44412	80	Ashburnham Paint & Wallpaper	Specialized Building Materials & Garden Stores	4,250
			99999	300	VACANT	Vacant	4,250
		464 Aylmer St. N	45111	160	Spokes & Pedals Ltd.	Sporting Goods, Hobby, Music & Book Stores	3,700
		158 Brock St.	44529	100	The Cheese Shop	Convenience & Specialty Food Stores	750
		166 Brock St.	99999	300	VACANT	Vacant	1,650
		168 Brock St.	45311	190	Spencely's Flowers & Gifts	Miscellaneous Retailers	1,550
		181 Brock St.	445110	90	Price Chopper	Supermarkets & Grocery Stores	21,400
		223 Brock St.	44311	60	Allan Dunn Vacuums	Home Electronics & Appliance Stores	2,850
		158 Charlotte St.	44819	140	First Class	Clothing Stores	1,100
			45331	190	Ray's Place	Miscellaneous Retailers	1,100
		159 Charlotte St.	45111	160	Cycle Path	Sporting Goods, Hobby, Music & Book Stores	10,950
			99999	300	VACANT	Vacant	1,000
		174 Charlotte St.	45112	160	Time Wrap Games & Hobbies	Sporting Goods, Hobby, Music & Book Stores	850
			45121	160	Sheppards Fold Book Store	Sporting Goods, Hobby, Music & Book Stores	1,200
		177 Charlotte St.	44815	150	Tribal Voices	Shoe, Clothing Accessories & Jewellery Stores	2,800
		180 Charlotte St.	44813	140	Charlotte's Web	Clothing Stores	1,350
			45112	160	Cottage Toys	Sporting Goods, Hobby, Music & Book Stores	1,350
		182 Charlotte St.	45121	160	Title's Children's Book Store	Sporting Goods, Hobby, Music & Book Stores	1,700
		182.5 Charlotte St.	45392	190	The Gallery	Miscellaneous Retailers	3,000
		183 Charlotte St.	99999	300	VACANT	Vacant	450

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		185 Charlotte St.	44821	150	Novelty Shoe & Leather	Shoe, Clothing Accessories & Jewellery Stores	650
		186.5 Charlotte St.	45111	160	Hobie Sports	Sporting Goods, Hobby, Music & Book Stores	2,000
		188.5 Charlotte St.	44313	60	Peterborough Photo Service	Home Electronics & Appliance Stores	1,350
		190 Charlotte St.	45112	160	Black Orchid Comics & T-Shirts	Sporting Goods, Hobby, Music & Book Stores	350
		194 Charlotte St.	45321	190	Autotech Business Centre	Miscellaneous Retailers	1,200
		196 Charlotte St.	44529	100	Sticklings Bakery	Convenience & Specialty Food Stores	950
		208 Charlotte St.	45311	190	Pammett's Flowers	Miscellaneous Retailers	2,300
		224 Charlotte St.	45121	160	Trent University Book Store	Sporting Goods, Hobby, Music & Book Stores	8,300
		225 Charlotte St.	44611	120	SHOPPERS DRUG MART	Pharmacies & Personal Care Stores	12,750
		230 Charlotte St.	45111	160	Racer's Edge Collectibles	Sporting Goods, Hobby, Music & Book Stores	1,150
		232 Charlotte St.	44313	60	My Own Dark Room	Home Electronics & Appliance Stores	1,150
		234 Charlotte St.	44311	60	Quan TV & Appliance	Home Electronics & Appliance Stores	4,700
		242 Charlotte St.	45112	160	Cosburn's Hobby Depot	Sporting Goods, Hobby, Music & Book Stores	950
		248 Charlotte St.	453999	190	Burt Trophies	Miscellaneous Retailers	1,400
		250 Charlotte St.	444190	80	Turco Tile Ltd.	Specialized Building Materials & Garden Stores	3,900
		251 Charlotte St.	44613	120	Spectacle Boutique	Pharmacies & Personal Care Stores	2,000
		252 Charlotte St.	45311	190	Rambling Rose	Miscellaneous Retailers	2,000
		254 Charlotte St.	44412	80	Charlotte Paint & Wallpaper	Specialized Building Materials & Garden Stores	9,650
		139 George St. N	44412	80	Glidden Paints	Specialized Building Materials & Garden Stores	2,350
			44512	100	Macs	Convenience & Specialty Food Stores	1,600
			45311	190	The Flower Shop	Miscellaneous Retailers	1,350
			45391	190	PaulMacs Pet Food	Miscellaneous Retailers	3,350
			99999	300	VACANT	Vacant	750

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		201 George St. N	45331	190	Queen's Crown Antiques	Miscellaneous Retailers	1,200
		225 George St. N	44221	40	Classic Rattan	Home Furnishings Stores	7,750
		230 George St. N	99999	300	VACANT	Vacant	44,950
		239 George St. N	442292	40	Jan's Frame Studio	Home Furnishings Stores	1,050
		245 George St. N	44812	140	Elite Boutique	Clothing Stores	750
		246 George St. N	44211	30	Craft Works	Furniture Stores	12,950
		247 George St. N	44812	140	Elite Boutique	Clothing Stores	1,000
		265 George St. N	99999	300	VACANT	Vacant	950
		270 George St. N	99999	300	VACANT	Vacant	3,250
		271 George St. N	45331	190	Antique & Book Store	Miscellaneous Retailers	2,350
		277 George St. N	45121	160	Marginal Distribution	Sporting Goods, Hobby, Music & Book Stores	2,250
			442292	40	Frame Land	Home Furnishings Stores	1,050
		284 George St. N	44312	50	Roy McKay's Business	Computer & Software Stores	1,500
		285 George St. N	53222	200	Costume King	Consumer Goods Rental	4,000
		287 George St. N	44813	140	Cherished Events	Clothing Stores	2,450
		289 George St. N	99999	300	VACANT	Vacant	3,050
		291 George St. N	45331	190	Ontario Used TVs	Miscellaneous Retailers	3,050
		293 George St. N	45114	160	Wayne's World Music	Sporting Goods, Hobby, Music & Book Stores	2,850
		296 George St. N	45321	190	Brant Office Supply	Miscellaneous Retailers	4,700
		300 George St. N	99999	300	VACANT	Vacant	4,500
		304 George St. N	44312	50	Accel Computer Solutions	Computer & Software Stores	1,900
			99999	300	Vacant ( 3 Units)	Vacant	4,300
		306 George St. N	44311	60	Kirby Vacuums	Home Electronics & Appliance Stores	1,400
		313 George St. N	44312	50	BITS & BYTES	Computer & Software Stores	850
		321 George St. N	44814	140	John Roberts Clothier	Clothing Stores	1,350
		323 George St. N	44814	140	Jacaranda	Clothing Stores	1,850
		333 George St. N	99999	300	VACANT	Vacant	1,000
		337 George St. N	44211	30	Futons First	Furniture Stores	600

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		341 George St. N	44831	150	Charlotte Jewellers	Shoe, Clothing Accessories & Jewellery Stores	7,900
		343 George St. N	45112	160	Deby's Hobbie Emporium	Sporting Goods, Hobby, Music & Book Stores	1,750
		345 George St. N	445292	100	Nuts About Chocolate	Convenience & Specialty Food Stores	2,700
		349 George St. N	45112	160	The Comix Shed	Sporting Goods, Hobby, Music & Book Stores	2,400
		351 George St. N	44814	140	Tweed & Hickory	Clothing Stores	12,100
		355 George St. N	45299	180	SUGAR & SPICE VARIETY	Other General Merchandise Stores	1,600
		360 George St. N	44311	60	RADIO SHACK	Home Electronics & Appliance Stores	1,850
					TOTALLINE COMMUNICATIONS	Home Electronics & Appliance Stores	800
			44313	60	JAPAN CAMERA	Home Electronics & Appliance Stores	750
			44812	140	BREALYN'S	Clothing Stores	1,150
					CHELSEA	Clothing Stores	1,450
					LINGERIE DEPOT	Clothing Stores	2,150
			44814	140	THRIFTY'S	Clothing Stores	2,200
			44815	150	ARDENE	Shoe, Clothing Accessories & Jewellery Stores	950
			44819	140	BANNERMAN'S CASUALS	Clothing Stores	1,950
			44821	150	ATHLETES WORLD	Shoe, Clothing Accessories & Jewellery Stores	5,050
					NEXT STEP	Shoe, Clothing Accessories & Jewellery Stores	1,850
			44831	150	ALBERTO JEWELLERS	Shoe, Clothing Accessories & Jewellery Stores	600
			44832	150	BENTLEY LEATHER	Shoe, Clothing Accessories & Jewellery Stores	1,400
			45112	160	LEWISCRAFT	Sporting Goods, Hobby, Music & Book Stores	1,900
			45121	160	COLES	Sporting Goods, Hobby, Music & Book Stores	2,800
			45122	160	MUSIC WORLD	Sporting Goods, Hobby, Music & Book Stores	2,000
			45299	180	A BUCK OR TWO	Other General Merchandise Stores	2,150
					LIQUIDATION WORLD	Other General Merchandise Stores	20,000

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			45322	190	BENEDICT'S GIFTS	Miscellaneous Retailers	1,100
					BROWERS NOOK	Miscellaneous Retailers	3,050
					HALLMARK	Miscellaneous Retailers	1,250
			45392	190	BRASS	Miscellaneous Retailers	3,700
			45399	190	ALEXANDRO'S	Miscellaneous Retailers	1,850
			72221	270	GOURMET CUP	Food Services & Drinking Places	500
			99999	300	LOWER LEVEL VACANT	Vacant	20,000
					UPPER LEVEL VACANT	Vacant	5,000
					VACANT	Vacant	25,650
			442298	40	BATHFITTER	Home Furnishings Stores	750
					HOME-LOGY	Home Furnishings Stores	3,200
					LOON LAKE WEAVERS	Home Furnishings Stores	2,350
			446191	120	GREAT EARTH VITAMINS	Pharmacies & Personal Care Stores	800
		361 George St. N	45299	180	Best Value	Other General Merchandise Stores	17,400
			99999	300	VACANT	Vacant	21,300
		364 George St. N	45322	190	Finishing Touch	Miscellaneous Retailers	5,450
		366 George St. N	99999	300	VACANT	Vacant	800
		367 George St. N	44821	150	Pensierl Shoes	Shoe, Clothing Accessories & Jewellery Stores	5,050
		369 George St. N	45299	180	Downtown Dollar	Other General Merchandise Stores	1,100
		371 George St. N	44814	140	Plum Loco	Clothing Stores	9,150
		372 George St. N	44313	60	Qunite Photo	Home Electronics & Appliance Stores	1,450
		375 George St. N	44821	150	Walkwel Shoes	Shoe, Clothing Accessories & Jewellery Stores	10,100
		376 George St. N	442298	40	B&B Outfitting	Home Furnishings Stores	5,400
		378 George St. N	442298	40	B&B Outfitting	Home Furnishings Stores	6,300
		380 George St. N	99999	300	VACANT	Vacant	1,850
		381 George St. N	45299	180	BI-WAY	Other General Merchandise Stores	14,550
		382.5 George St. N	45322	190	Hi Ho Silver	Miscellaneous Retailers	900
		383 George St. N	99999	300	VACANT	Vacant	5,750

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		384 George St. N	44812	140	Timely Accents Ladies Apparel	Clothing Stores	3,150
		385 George St. N	44611	120	SHOPPERS DRUG MART	Pharmacies & Personal Care Stores	10,800
		386 George St. N	44821	150	Grady's Orthopedic Shoes	Shoe, Clothing Accessories & Jewellery Stores	2,000
		388 George St. N	44815	150	Langevin's	Shoe, Clothing Accessories & Jewellery Stores	2,100
		39 George St. N	44412	80	COLOUR YOUR WORLD	Specialized Building Materials & Garden Stores	4,250
		390 George St. N	44819	140	Fayes Bridale Shop	Clothing Stores	3,000
		392 George St. N	44814	140	The Barclay Limited	Clothing Stores	2,600
		404 George St. N	45113	160	Uptown Silk Shop	Sporting Goods, Hobby, Music & Book Stores	5,150
		406 George St. N	44831	150	Neilson Watches & Jewellery	Shoe, Clothing Accessories & Jewellery Stores	600
		406.5 George St. N	44529	100	THE EARTH FOOD STORE	Convenience & Specialty Food Stores	600
		408 George St. N	45322	190	MELTING POT	Miscellaneous Retailers	1,500
		409 George St. N	446191	120	KELCEY'S NUTRITION CENTRE	Pharmacies & Personal Care Stores	1,800
		410 George St. N	44311	60	BELL MOBILITY	Home Electronics & Appliance Stores	1,400
		410A George St. N	45311	190	THOMAS FLOWER SHOP	Miscellaneous Retailers	1,500
		413 George St. N	44819	140	WM. LECH & SONS FURRIER	Clothing Stores	6,550
		414 George St. N	45299	180	ARMY SURPLUS STORE	Other General Merchandise Stores	1,550
		418 George St. N	44812	140	KLOTHO'S	Clothing Stores	1,400
			45122	160	CHUMLEIGH'S CD'S	Sporting Goods, Hobby, Music & Book Stores	3,000
		419 George St. N	45331	190	HOCKLEY'S SUPERSHOP	Miscellaneous Retailers	400
		422 George St. N	45399	190	INTERGALACTIC TRADING CO.	Miscellaneous Retailers	2,700
		424 George St. N	44612	120	MOUNTAIN BEAUTY SUPPLY	Pharmacies & Personal Care Stores	1,650

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		425 George St. N	45122	160	MOONDANCE	Sporting Goods, Hobby, Music & Book Stores	3,200
		426 George St. N	442292	40	FRAME IT FOR U	Home Furnishings Stores	2,600
		427 George St. N	99999	300	VACANT	Vacant	3,300
		429 George St. N	45299	180	CHA CHING	Other General Merchandise Stores	1,900
		430 George St. N	445110	90	MINH'S CHINESE GROCERY	Supermarkets & Grocery Stores	1,400
		432 George St. N	45122	160	MUSICLAND	Sporting Goods, Hobby, Music & Book Stores	6,150
		440 George St. N	442298	40	KNOCK ON WOOD	Home Furnishings Stores	4,750
					YOUR BED BATH & KITCHEN	Home Furnishings Stores	4,750
		442 George St. N	45114	160	MARKUS MARKS MUSICAL INSTRUMENTS	Sporting Goods, Hobby, Music & Book Stores	1,500
			99999	300	VACANT	Vacant	2,000
		444 George St. N	442298	40	HANDMADE IN	Home Furnishings Stores	700
		445 George St. N	44814	140	MIKE'S MOUNTAIN MADNESS	Clothing Stores	2,000
		449 George St. N	44814	140	IMPERIAL STYLES FORMAL WEAR	Clothing Stores	2,000
		460 George St. N	446191	120	THE HEALTH FOOD STORE	Pharmacies & Personal Care Stores	1,200
		555 George St. N	44611	120	MEDIICAL PHARMACIES LTD.	Pharmacies & Personal Care Stores	550
		91 George St. N	44521	100	Halenda's Meats	Convenience & Specialty Food Stores	1,200
			44529	100	Sunrise Bakery	Convenience & Specialty Food Stores	1,400
			44611	120	IDA	Pharmacies & Personal Care Stores	4,250
			44613	120	Hakim Optical	Pharmacies & Personal Care Stores	1,100
			44819	140	Forbidden Pleasures	Clothing Stores	900
			45121	160	Emmamus Family Books	Sporting Goods, Hobby, Music & Book Stores	1,800
			45299	180	Country Dollars	Other General Merchandise Stores	4,900
					Market Plaza Gift and Variety	Other General Merchandise Stores	1,050



District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			99999	300	VACANT	Vacant	2,300
			445110	90	No Frills	Supermarkets & Grocery Stores	24,450
			453999	190	J & D Coins	Miscellaneous Retailers	400
		129 Hunter St. W	99999	300	VACANT (WAS FLORIST)	Vacant	2,950
		131 Hunter St. W	442292	40	PETERBOROUGH PICTURE FRAME CO.	Home Furnishings Stores	2,000
		134 Hunter St. W	44819	140	BERNARD CAHILL FURS	Clothing Stores	5,650
		136 Hunter St. W	44523	100	DECARLONI'S FRUIT MARKET	Convenience & Specialty Food Stores	950
		139 Hunter St. W	99999	300	VACANT	Vacant	1,000
		142 Hunter St. W	45322	190	REGALO GIFTS	Miscellaneous Retailers	800
		168 Hunter St. W	45112	160	COSSAR'S ART SUPPLIES	Sporting Goods, Hobby, Music & Book Stores	1,200
		172 Hunter St. W	99999	300	VACANT	Vacant	900
		180 Hunter St. W	45112	160	THE TOY SHOP	Sporting Goods, Hobby, Music & Book Stores	1,600
		188 Hunter St. W	45113	160	YARN EWETOPIA	Sporting Goods, Hobby, Music & Book Stores	1,000
			45121	160	INNER CIRCLE BOOKS	Sporting Goods, Hobby, Music & Book Stores	1,250
		210 Hunter St. W	44221	40	KAWARTHA CARPET & TILE CO.	Home Furnishings Stores	7,200
		219 Hunter St. W	99999	300	VACANT	Vacant	1,550
		227 Hunter St. W	44311	60	PETERBOROUGH APPLIANCES	Home Electronics & Appliance Stores	1,350
		233 Hunter St. W	453999	190	SANDY'S SMOKE SHOP	Miscellaneous Retailers	1,300
		87 Hunter St. W	44814	140	DAN JOYCE'S RETAILING	Clothing Stores	2,800
		150 King St.	44814	140	CENTRY APPAREL	Clothing Stores	1,650
			99999	300	VACANT	Vacant	1,200
		163 King St.	44313	60	AWSOME PHOTO	Home Electronics & Appliance Stores	800
		231 King St.	44814	140	A. MARK FASION DESIGNER	Clothing Stores	1,650
		240 King St.	44512	100	MAC'S MILK	Convenience & Specialty Food Stores	1,300

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		235 McDonnel St.	44512	100	BECKERS	Convenience & Specialty Food Stores	2,000
		371 Queen St.	45331	190	ANTIQUES OBSOLETE	Miscellaneous Retailers	1,050
		377 Queen St.	45331	190	JUST LIKE NEW CHILDRENS' WEAR	Miscellaneous Retailers	1,300
		378 Queen St.	45299	180	SWEEZE SALES	Other General Merchandise Stores	1,950
		381 Queen St.	45331	190	JUST LIKE NEW CLOTH.	Miscellaneous Retailers	750
		384 Queen St.	45111	160	FONTAINE SPORT & CYCLE	Sporting Goods, Hobby, Music & Book Stores	6,550
		216 Rink St.	44132	20	VAN ZUYLEN TIRE	Automotive	1,050
		168 Sherbrooke St.	44311	60	BRUCE ELECTRONICS	Home Electronics & Appliance Stores	1,650
		138 Simcoe St.	45392	190	THE RUSSELL GALLERY	Miscellaneous Retailers	2,750
		161 Simcoe St.	45322	190	THE GILDED CAGE	Miscellaneous Retailers	950
		167 Simcoe St.	44413	70	HOME HARDWARE	Home Centres & Hardware Stores	9,650
		175 Simcoe St.	99999	300	VACANT	Vacant	1,400
		187 Simcoe St.	45121	160	EYEBALL SOUP	Sporting Goods, Hobby, Music & Book Stores	850
		190 Simcoe St.	44512	100	MISTER CONVENIENCE	Convenience & Specialty Food Stores	950
		191 Simcoe St.	45114	160	WARNE'S MUSIC STORE	Sporting Goods, Hobby, Music & Book Stores	900
		193 Simcoe St.	44529	100	PASTA PLUS	Convenience & Specialty Food Stores	650
		203 Simcoe St.	44612	120	MERLE NORMAN COSMETICS	Pharmacies & Personal Care Stores	300
			44831	150	SILVER SENSATION	Shoe, Clothing Accessories & Jewellery Stores	400
			45111	160	SOCCER INTERNATIONAL	Sporting Goods, Hobby, Music & Book Stores	500
			45112	160	DE BY'S HOBBIES	Sporting Goods, Hobby, Music & Book Stores	1,600
			45114	160	DO RE ME MUSIC	Sporting Goods, Hobby, Music & Book Stores	550
			45311	190	FLOWERS & GIFTS BY BRENDA	Miscellaneous Retailers	600
		372 Water St.	45331	190	QUALITY USED BOOKS	Miscellaneous Retailers	750

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		376 Water St.	81141	280	PRO-TECT LOCK & SAFE	Personal & Household Goods Repair & Maintenance	1,000
		379 Water St.	442298	40	ALTERNATIVE ENTERPRISES	Home Furnishings Stores	2,500
		380 Water St.	45331	190	LLOYD'S OF PETERBOROUGH	Miscellaneous Retailers	1,100
		382 Water St.	45121	160	MARK JOKINEN BOOKS	Sporting Goods, Hobby, Music & Book Stores	500
		383 Water St.	45121	160	DIXON'S BOOK STORE	Sporting Goods, Hobby, Music & Book Stores	3,000
		387 Water St.	45113	160	NEEDLEWORKS	Sporting Goods, Hobby, Music & Book Stores	1,100
		391 Water St.	45392	190	SACBE ART GALLERY	Miscellaneous Retailers	1,150
		8 Wolfe St.	99999	300	VACANT	Vacant	1,050
	<b>Commercial Core Sum</b>						<b>756,700</b>
	Charlotte Gateway	263 Charlotte St.	45331	190	Not a New Book Store	Miscellaneous Retailers	900
		265 Charlotte St.	99999	300	VACANT	Vacant	850
		267 Charlotte St.	44831	150	J.M. Wright Jewellery	Shoe, Clothing Accessories & Jewellery Stores	900
		270 Charlotte St.	44311	60	T.J. Cavanaugh Ltd.	Home Electronics & Appliance Stores	5,600
		272 Charlotte St.	44512	100	Happy Mini Mart	Convenience & Specialty Food Stores	2,100
		291 Charlotte St.	44812	140	Blushing Brides	Clothing Stores	700
		316 Charlotte St.	44311	60	Future Tech Electronics	Home Electronics & Appliance Stores	850
		320 Charlotte St.	81141	280	Les French Locksmiths	Personal & Household Goods Repair & Maintenance	450
		322 Charlotte St.	99999	300	VACANT	Vacant	800
		324 Charlotte St.	45113	160	Knit One Sew One Sewing Supplies	Sporting Goods, Hobby, Music & Book Stores	400
		326 Charlotte St.	44529	100	The Main Ingredient	Convenience & Specialty Food Stores	2,150
		327 Charlotte St.	44611	120	Clinic Pharmacy	Pharmacies & Personal Care Stores	3,650
		328 Charlotte St.	44613	120	Precision Optical	Pharmacies & Personal Care Stores	1,600

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		340 Charlotte St.	99999	300	VACANT	Vacant	6,000
		348 Charlotte St.	44529	100	Charlotte Pantry	Convenience & Specialty Food Stores	3,250
		356 Charlotte St.	45399	190	Wine Making Supply	Miscellaneous Retailers	2,200
		332 Rubidge St.	45311	190	ALWAYS IN BLOOM	Miscellaneous Retailers	750
	Charlotte Gateway Sum						33,150
	George Gateway	500 George St. S	44512	100	VIDEO CONVENIENCE	Convenience & Specialty Food Stores	2,700
	George Gateway Sum						2,700
	Hunter Gateway	362 Burnham St.	44311	60	EARL MCNABB APPLIANCES	Home Electronics & Appliance Stores	1,700
		109 Hunter St. E	44529	100	THE MAIN INGREDIENT TOO	Convenience & Specialty Food Stores	1,250
		120 Hunter St. E	45113	160	ASHBURNHAM CRAFT SUPPLY	Sporting Goods, Hobby, Music & Book Stores	1,650
		142 Hunter St. E	445110	90	I.G.A.	Supermarkets & Grocery Stores	6,800
		52 Hunter St. E	445110	90	WELCH'S FOOD TOWN	Supermarkets & Grocery Stores	5,350
		59 Hunter St. E	44812	140	KATHRYN 'S SHOP	Clothing Stores	1,750
		63 Hunter St. E	45311	190	EAST CITY FLOWER SHOP	Miscellaneous Retailers	1,850
		65 Hunter St. E	453999	190	PARTY ON	Miscellaneous Retailers	900
		71 Hunter St. E	44611	120	SULLIVAN'S PHARMACY	Pharmacies & Personal Care Stores	4,800
		97 Hunter St. E	44512	100	BECKERS	Convenience & Specialty Food Stores	1,400
		406 Mark St.	44812	140	HANNAMAR'SS BRIDAL SHOP	Clothing Stores	1,850
	Hunter Gateway Sum						29,300

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
	McDonnel Gateway	382 McDonnel St.	45299	180	FB VARIETY	Other General Merchandise Stores	1,450
		440 McDonnel St.	44512	100	MISTER CONVENIENCE	Convenience & Specialty Food Stores	2,500
	<b>McDonnel Gateway Sum</b>						<b>3,950</b>
	Park Gateway	2 Park St. N	44521	100	SAAM'S ITALIAN DELICATESSEN	Convenience & Specialty Food Stores	700
		239 Park St. N	44512	100	JERRY'S QUIK CHECK	Convenience & Specialty Food Stores	800
		280 Perry St.	442298	40	HICKORY LANE COUNTRY KITCHENS	Home Furnishings Stores	3,950
		294 Rink St.	44312	50	IKON	Computer & Software Stores	4,250
		196 Rubidge St.	44819	140	COLLINS SAFETY	Clothing Stores	3,200
		241 Rubidge St.	44521	100	DALE'S CLOVER FARM MEATS	Convenience & Specialty Food Stores	2,350
	<b>Park Gateway Sum</b>						<b>15,250</b>
	Downtown Fringe	422 Braidwood Ave.	45311	190	PARKWOOD FLORIST/GREENHOUSE	Miscellaneous Retailers	2,250
		598 Charlotte St.	44512	100	WESTMOUNT ONE STOP	Convenience & Specialty Food Stores	3,600
			44611	120	WESTMOUNT PHARMACY	Pharmacies & Personal Care Stores	800
		159 Douro St.	44529	100	BETTER HOME BAKERY	Convenience & Specialty Food Stores	1,300
		599 George St. N	44512	100	FAMILY CONVENIENCE	Convenience & Specialty Food Stores	1,500
		709 George St. N	45299	180	G & P MILK & VARIETY	Other General Merchandise Stores	1,400
		714 George St. N	44512	100	FIRST CONVENIENCE	Convenience & Specialty Food Stores	1,500
		222 Lake St.	45299	180	ANGIE'S CLOVER LEAF VARIETY	Other General Merchandise Stores	1,600
		? Lansdowne St. W	44312	50	Peterborough Computers	Computer & Software Stores	1,250
		16 Lansdowne St. W	45111	160	FISHING PLUS	Sporting Goods, Hobby, Music & Book Stores	1,450

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		27 Lansdowne St. W	44211	30	KAWARTHA FURNITURE	Furniture Stores	1,250
		309 Lansdowne St. W	44221	40	DODGE CUSTOM CARPETS	Home Furnishings Stores	3,950
		43 Lansdowne St. W	45311	190	MCNIGHTS FLOWER SHOP	Miscellaneous Retailers	5,300
		51 Lansdowne St. W	44512	100	NEIGHBOURHOOD DISCOUNT MILK	Convenience & Specialty Food Stores	1,250
		6 Lansdowne St. W	44131	20	CURRIE TIRE	Automotive	2,700
		846 Lock St.	45299	180	SAM'S VARIETY	Other General Merchandise Stores	1,100
		1032 Monaghan Rd.	44512	100	MISTER CONVENIENCE	Convenience & Specialty Food Stores	1,300
		100 Park St. S	45299	180	AL'S QUICK CHECK VARIETY	Other General Merchandise Stores	900
		101 Park St. S	44311	60	KAWARTHA TV & STEREO	Home Electronics & Appliance Stores	5,700
		55? Park St. S	44512	100	A & M CONVENIENCE	Convenience & Specialty Food Stores	2,950
		656 Reid St.	44512	100	MISTER CONVENIENCE	Convenience & Specialty Food Stores	1,800
		246 Romaine St.	44613	120	OPTICAL OUTLET	Pharmacies & Personal Care Stores	1,000
		724 Water St.	44529	100	BAGELS UNLIMITED	Convenience & Specialty Food Stores	1,650
		Downtown Fringe Sum					
	Centre Sum						888,550
North	Chemong Cluster	1091 Chemong Rd.	44512	100	SUNNY CONVENIENCE	Convenience & Specialty Food Stores	1,500
			44521	100	M & M MEATS	Convenience & Specialty Food Stores	1,500
			44529	100	MILKY WAY DAIRY PRODUCTS	Convenience & Specialty Food Stores	1,500
		1124 Chemong Rd.	44311	60	RADIO SHACK	Home Electronics & Appliance Stores	1,850
			44313	60	BLACK'S CAMERA	Home Electronics & Appliance Stores	900
					SOOTERS PHOTOGRAPHY	Home Electronics & Appliance Stores	700
			44612	120	TIFFANY'S FRAGRANCES	Pharmacies & Personal Care Stores	900
			44613	120	KAWARTHA OPTICAL	Pharmacies & Personal Care Stores	900
			44811	140	CLASSIC LANE	Clothing Stores	1,050
			44812	140	CHELSEA'S LADIES WEAR	Clothing Stores	950

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
					LA SENZA	Clothing Stores	1,800
					SUZY SHIER	Clothing Stores	2,100
			44814	140	NORTHERN REFLECTIONS	Clothing Stores	1,450
			44819	140	BLUE BAYOU	Clothing Stores	1,450
					CLEO	Clothing Stores	3,950
					OFF BROADWAY	Clothing Stores	2,150
					RICKI'S & BOOTLEGGER	Clothing Stores	5,600
					STITCH IT	Clothing Stores	350
					YOUNG CANADA	Clothing Stores	3,850
			44821	150	AGNEW-BENTLEY SHOES & LUGGAGE	Shoe, Clothing Accessories & Jewellery Stores	2,300
					PAYLESS	Shoe, Clothing Accessories & Jewellery Stores	2,550
					THE NEXT STEP	Shoe, Clothing Accessories & Jewellery Stores	1,200
			44831	150	REED'S JEWELLERS	Shoe, Clothing Accessories & Jewellery Stores	1,200
			45111	160	JOGGERS	Sporting Goods, Hobby, Music & Book Stores	3,600
			45121	160	SMITHBOOKS	Sporting Goods, Hobby, Music & Book Stores	1,850
			45122	160	A.V. ENTERTAINMENT	Sporting Goods, Hobby, Music & Book Stores	1,500
			45211	170	WAL-MART	Department Stores	87,050
			45299	180	BUCK OR TWO	Other General Merchandise Stores	3,000
					SHEFFIELD & SONS SMOKE SHOP	Other General Merchandise Stores	300
			45322	190	BROWERS NOOK	Miscellaneous Retailers	800
					EMILY'S COUNTRY KITCHEN	Miscellaneous Retailers	800
					HALLMARK CARDS	Miscellaneous Retailers	1,450
					SAN FRANCISCO	Miscellaneous Retailers	1,050
			45391	190	TRENT PET	Miscellaneous Retailers	1,050

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			72221	270	GOURMET CUP	Food Services & Drinking Places	450
			99999	300	VACANT	Vacant	7,600
			442292	40	PICTURES	Home Furnishings Stores	650
			442298	40	EMILY CREEK	Home Furnishings Stores	800
			445110	90	A & P	Supermarkets & Grocery Stores	39,450
			446191	120	GENERAL NUTRITION CENTRE	Pharmacies & Personal Care Stores	1,200
		806 Chemong Rd.	45299	180	CHEMONG VARIETY	Other General Merchandise Stores	2,800
		809 Chemong Rd.	44512	100	BROOKDALE KWIK MART	Convenience & Specialty Food Stores	1,900
		819 Chemong Rd.	45299	180	The Bargain Shop	Other General Merchandise Stores	13,800
		863 Chemong Rd.	45391	190	PET VALU	Miscellaneous Retailers	3,000
		865 Chemong Rd.	44611	120	SHOPPERS DRUG MART	Pharmacies & Personal Care Stores	9,200
		871 Chemong Rd.	44311	60	PETERBOROUGH APPLIANCE PARTS	Home Electronics & Appliance Stores	600
			44312	50	ON THE SPOT COMPUTERS	Computer & Software Stores	1,350
			44313	60	ZAYAT PHOTO	Home Electronics & Appliance Stores	1,000
			44412	80	RANDALL'S DECORATING CENTRE	Specialized Building Materials & Garden Stores	4,500
			44413	70	PRO HARDWARE	Home Centres & Hardware Stores	6,000
			44521	100	THE BUTCHER'S	Convenience & Specialty Food Stores	2,400
			44523	100	BUSHEL BASKET	Convenience & Specialty Food Stores	3,400
			44529	100	HARRISON'S HOME BAKERY	Convenience & Specialty Food Stores	1,500
			45112	160	GAME POWER	Sporting Goods, Hobby, Music & Book Stores	1,100
			45299	180	ACESS WHOLESALE & RETAIL	Other General Merchandise Stores	1,700
					BI-WAY STORES LTD.	Other General Merchandise Stores	8,450
			45311	190	FLOWERS BY KAY	Miscellaneous Retailers	650
			99999	300	VACANT	Vacant	550



District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
					VACANT (4 UNITS)	Vacant	1,850
			445110	90	HARVEST FAMILY MARKET	Supermarkets & Grocery Stores	2,100
		270 Milroy Dr.	44529	100	BUNS CITY BAKERY	Convenience & Specialty Food Stores	5,650
	Chemong Cluster Sum						267,800
	Other North	1164 Armour Rd.	99999	300	VACANT	Vacant	650
		552 Armour Rd.	45299	180	JAY'S VARIETY	Other General Merchandise Stores	800
		694 Armour Rd.	44512	100	STEVE'S QUICK CHEK	Convenience & Specialty Food Stores	2,750
		836 Armour Rd.	44512	100	STOP-A-WHILE	Convenience & Specialty Food Stores	1,700
		880 Armour Rd.	44512	100	ALL IN ONE MINI MART	Convenience & Specialty Food Stores	1,450
		180 Marina Blvd.	44312	50	ON THE SPOT COMPUTERS	Computer & Software Stores	900
			44422	80	PETERB. GARDEN & GIFT GALLERY	Specialized Building Materials & Garden Stores	900
		184 Marina Blvd.	44512	100	MISTER CONVENIENCE	Convenience & Specialty Food Stores	2,700
			44611	120	PHARMX REXALL DRUG STORE	Pharmacies & Personal Care Stores	5,500
			45331	190	HUMANE SOC.	Miscellaneous Retailers	900
			445110	90	NORTHCREST IGA	Supermarkets & Grocery Stores	14,600
		Parkhill Rd. E	44512	100	J & R MINI MART	Convenience & Specialty Food Stores	1,400
		280 Parkhill Rd. E	44512	100	TOTAL CONVENIENCE	Convenience & Specialty Food Stores	2,100
		1123 Water St.	44512	100	MAC'S MILK	Convenience & Specialty Food Stores	1,750
			44529	100	PYES BUNS & DELI	Convenience & Specialty Food Stores	1,400
			99999	300	VACANT	Vacant	1,850
		1447 Water St.	45299	180	RIVERVIEW VARIETY	Other General Merchandise Stores	1,650
			45331	190	RECOLLECTIONS	Miscellaneous Retailers	1,000
	Other North Sum						44,000
North Sum						311,800	
East	Willowcreek Cluster	1844 Ashburnham Dr.	44132	20	REG CONLEY TIRE SALES LTD.	Automotive	800

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		163 Lansdowne St. E	45111	160	ANTIQUES TACK SHOP	Sporting Goods, Hobby, Music & Book Stores	150
		230 Lansdowne St. E	45391	190	PAULMAC'S PET FOOD	Miscellaneous Retailers	600
		172 Lansdowne St. E	44521	100	FRANZ'S BUTCHER SHOP	Convenience & Specialty Food Stores	4,000
		196 Lansdowne St. E	44512	100	MAC'S MILK	Convenience & Specialty Food Stores	2,300
		400 Lansdowne St. E	44812	140	PENNINGTON'S	Clothing Stores	5,500
			45299	180	SHOPPERS DISCOUNT	Other General Merchandise Stores	3,000
			45331	190	RECYCLED KIDS USED CLOTHING	Miscellaneous Retailers	1,100
			99999	300	VACANT	Vacant	1,600
			445110	90	YOUR INDEPENDANT GROCER	Supermarkets & Grocery Stores	40,350
	Willowcreek Cluster Sum						59,400
	Other East	2320 Ashburnham Dr.	45111	160	NEVADA BOB'S GOLF	Sporting Goods, Hobby, Music & Book Stores	1,500
		2695 Marsdale Dr.	44512	100	MISTER CONVENIENCE	Convenience & Specialty Food Stores	3,900
	Other East Sum						5,400
East Sum							64,800
West	Lansdowne/ Parkway Cluster						
		839 Clonsilla Ave.	44211	30	THE MATTRESS & BED CO. LTD.	Furniture Stores	2,650
		855 Clonsilla Ave.	44211	30	LEON'S	Furniture Stores	12,550
		943 Clonsilla Ave.	442291	40	RONALD'S DRAPERIER	Home Furnishings Stores	1,400
		700 Consilla Ave.	44211	30	BENNETT'S HOME FURNITURE	Furniture Stores	20,000
		753 Erskine	44312	50	MICRO AGE COMPUTER STORES	Computer & Software Stores	3,250
		799 Erskine	44221	40	BETTER CARPETS	Home Furnishings Stores	6,700
			44312	50	UNITED COMPUTER	Computer & Software Stores	1,700

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			45321	190	ALL OFFICE MACHINES	Miscellaneous Retailers	5,950
		734 Hawley St.	44132	20	OFFROAD ENTERPRISES TIRE SALES	Automotive	150
		815 High St.	44613	120	MASTER OPTICIAN	Pharmacies & Personal Care Stores	1,150
			99999	300	VACANT	Vacant	4,850
		910 High St.	44211	30	HERITAGE FURNITURE	Furniture Stores	2,950
		918 High St.	45321	190	OFFICE CONNECTION	Miscellaneous Retailers	1,650
		1080-1096 Lansdowne St. W	44521	100	M & M MEATS	Convenience & Specialty Food Stores	1,750
			44811	140	MOORES THE SUIT PEOPLE	Clothing Stores	5,800
			44821	150	SHOE CITY	Shoe, Clothing Accessories & Jewellery Stores	4,050
			45111	160	COLLEGIATE SPORTS EXPERTS	Sporting Goods, Hobby, Music & Book Stores	4,450
			99999	300	VACANT (WAS INSUR.OFFICE)	Vacant	3,500
		1135 Lansdowne St. W	44311	60	ELECTROLUX	Home Electronics & Appliance Stores	1,050
			44412	80	YOUR HOME DECOR	Specialized Building Materials & Garden Stores	1,650
			44811	140	MARK'S WORK WEARHOUSE	Clothing Stores	6,900
			45112	160	MICRO PLAY VIDEO GAMES	Sporting Goods, Hobby, Music & Book Stores	1,150
			45299	180	SUN VARIETY	Other General Merchandise Stores	1,150
			45331	190	HAND ME DOWNS	Miscellaneous Retailers	800
					PLAY IT AGAIN SPORTS	Miscellaneous Retailers	3,150
			442298	40	BALL KITCHEN CENTRE	Home Furnishings Stores	2,100
			453999	190	A BALLOON & PARTY PLACE	Miscellaneous Retailers	1,450
		1144 Lansdowne St. W	445110	90	SOBEY'S	Supermarkets & Grocery Stores	48,500

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		1200 Lansdowne St. W	44211	30	THE BRICK	Furniture Stores	29,550
			45299	180	CANADIAN TIRE	Other General Merchandise Stores	95,850
			45391	190	PET VALU	Miscellaneous Retailers	2,900
		645 Lansdowne St. W	44311	60	BATTERY PLUS	Home Electronics & Appliance Stores	250
					BELL WORLD	Home Electronics & Appliance Stores	1,200
					ELECTRONIC BOUTIQUE	Home Electronics & Appliance Stores	1,500
					RADIO SHACK	Home Electronics & Appliance Stores	1,650
			44313	60	BLACK'S CAMERA	Home Electronics & Appliance Stores	850
			44611	120	SHOPPERS DRUG MART	Pharmacies & Personal Care Stores	7,800
			44612	120	THE BODY SHOP	Pharmacies & Personal Care Stores	750
			44613	120	NELM'S OPTICIANS	Pharmacies & Personal Care Stores	1,100
			44811	140	JACK FRASER	Clothing Stores	2,900
			44812	140	COTTON GINNY	Clothing Stores	1,350
					REITMAN'S	Clothing Stores	3,000
					SILK & SATIN	Clothing Stores	1,700
					SMART SET	Clothing Stores	2,050
					SUZY SHIER	Clothing Stores	2,300
					TABI	Clothing Stores	1,000
			44814	140	1850 LEVI'S	Clothing Stores	2,550
					JEAN MACHINE	Clothing Stores	1,400
					LE CHATEAU	Clothing Stores	2,500
					NORTHERN GETAWAY	Clothing Stores	1,850
					NORTHERN REFLECTIONS	Clothing Stores	2,000
					NORTHERN TRADITIONS	Clothing Stores	2,150
					RANDY RIVER	Clothing Stores	1,400
					STITCHES	Clothing Stores	3,500
			44815	150	ARDENE	Shoe, Clothing Accessories & Jewellery Stores	650
			44819	140	SHEILA'S	Clothing Stores	1,650

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
					WEEKEND EDITION	Clothing Stores	700
					AGNEW	Shoe, Clothing Accessories & Jewellery Stores	1,550
			44821	150	FOOTLOCKER	Shoe, Clothing Accessories & Jewellery Stores	2,600
					NATURALIZER	Shoe, Clothing Accessories & Jewellery Stores	1,050
					THE NEXT STEP	Shoe, Clothing Accessories & Jewellery Stores	1,250
					TRANSIT SHOES	Shoe, Clothing Accessories & Jewellery Stores	1,400
			44831	150	CORTESIS JEWELLERS	Shoe, Clothing Accessories & Jewellery Stores	900
					PEOPLES	Shoe, Clothing Accessories & Jewellery Stores	1,700
					SHIRA'S FINE JEWELLERY	Shoe, Clothing Accessories & Jewellery Stores	750
			44832	150	SCOTT TRAVELWARE	Shoe, Clothing Accessories & Jewellery Stores	750
			45121	160	SMITHBOOKS	Sporting Goods, Hobby, Music & Book Stores	1,350
			45122	160	MUSIC WORLD	Sporting Goods, Hobby, Music & Book Stores	2,300
			45211	170	SEARS	Department Stores	99,350
			45299	180	A BUCK OR TWO	Other General Merchandise Stores	1,650
			45321	190	GRAND & TOY	Miscellaneous Retailers	1,950
			45322	190	BROWERS NOOK	Miscellaneous Retailers	1,300
					CARLTON CARDS	Miscellaneous Retailers	1,350
					HALLMARK	Miscellaneous Retailers	1,150
					IT STORE	Miscellaneous Retailers	750
			45399	190	KEY MAN	Miscellaneous Retailers	750
			72221	270	SECOND CUP	Food Services & Drinking Places	550
			99999	300	VACANT	Vacant	300
			442298	40	STOKES	Home Furnishings Stores	1,100
			445110	90	LOBLAWS	Supermarkets & Grocery Stores	63,000
			445292	100	LAURA SECORD	Convenience & Specialty Food Stores	500

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			446191	120	NUTRITION HOUSE	Pharmacies & Personal Care Stores	650
		742 Lansdowne St. W	44312	50	CCOMplete BUSINESS SYSTEMS	Computer & Software Stores	6,800
		745 Lansdowne St. W	44132	20	FIRESTONE TIRE	Automotive	2,200
			44529	100	THE BULK BARN	Convenience & Specialty Food Stores	5,800
			45113	160	FABRICLAND	Sporting Goods, Hobby, Music & Book Stores	6,000
			45299	180	BI-WAY	Other General Merchandise Stores	9,250
			45331	190	CASH CONVERTERS	Miscellaneous Retailers	7,550
			45391	190	PAULMAC'S PET FOOD	Miscellaneous Retailers	2,250
		754 Lansdowne St. W	445110	90	FARM BOY MARKETS LTD.	Supermarkets & Grocery Stores	10,800
		850 Lansdowne St. W	442298	40	LIGHTING INTERIORS & MORE	Home Furnishings Stores	3,550
		900 Lansdowne St. W	44512	100	REID'S MILKY WAY	Convenience & Specialty Food Stores	650
		901 Lansdowne St. W	45391	190	AQUAMANIA	Miscellaneous Retailers	2,350
		908 Lansdowne St. W	99999	300	VACANT	Vacant	750
		933 Lansdowne St. W	44312	50	CVF DATA SYSTEMS	Computer & Software Stores	1,250
		950 Lansdowne St. W	45211	170	ZELLERS	Department Stores	115,750
			45299	180	Dollar Craze	Other General Merchandise Stores	3,000
			445110	90	IGA	Supermarkets & Grocery Stores	43,550
		999 Lansdowne St. W	44529	100	BUNS MASTER BAKERY	Convenience & Specialty Food Stores	5,200
			44611	120	KASHYAP'S MEDI+PHARMACY	Pharmacies & Personal Care Stores	1,850
			45321	190	DISCOUNT OFFICE SUPPLY	Miscellaneous Retailers	5,000
		871 Webber Ave.	44211	30	MASTER BEDROOM	Furniture Stores	4,200
		881 Webber Ave.	44132	20	CLASS A AUTOMOTIVE TIRES	Automotive	300
		Lansdowne/ Parkway Cluster Sum					758,450

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total	
	Kawartha/ Mapleridge Cluster	1460 Lansdowne St. W	44413	70	HOME HARDWARE	Home Centres & Hardware Stores	11,500	
		1482 Lansdowne St. W	44512	100	LANSDOWNE MINI MART	Convenience & Specialty Food Stores	3,000	
		1550 Lansdowne St. W	44422	80	WHITE ROSE	Specialized Building Materials & Garden Stores	23,200	
			45391	190	PAULMAC'S PET FOOD	Miscellaneous Retailers	3,900	
		1600 Lansdowne St. W	44211	30	THE CASKET STORE	Furniture Stores	1,000	
			44512	100	MAC'S MILK	Convenience & Specialty Food Stores	2,300	
		1837 Lansdowne St. W	44311	60	QUAN T.V. & APPLIANCES	Home Electronics & Appliance Stores	2,150	
			44512	100	PETER'S CONVENIENCE	Convenience & Specialty Food Stores	2,150	
			44521	100	MAGGIE'S MEAT MARKET	Convenience & Specialty Food Stores	1,850	
			44819	140	ELITE PERFORMANCE WEAR	Clothing Stores	1,650	
					ONCE UPON A CHILD	Miscellaneous Retailers	2,200	
			45331	190	TWICE'S NICE	Miscellaneous Retailers	1,000	
					VACANT	Vacant	7,100	
			99999	300				
		1840-1880 Lansdowne St. W	44312	50	ON THE SPOT COMPUTERS	Computer & Software Stores	2,300	
			44611	120	SHOPPERS DRUG MART	Pharmacies & Personal Care Stores	8,800	
			45113	160	WOOL-TYME YARNS & NEDDLE CRAFTS	Sporting Goods, Hobby, Music & Book Stores	1,300	
			445110	90	MAPLERIDGE IGA	Supermarkets & Grocery Stores	24,700	
	Kawartha/ Mapleridge Cluster Sum							100,100
	Other West	849 Alexander Crt.	44611	120	ALEXANDER COURT PHARMACY	Pharmacies & Personal Care Stores	600	
		620 Cameron Place	442298	40	GUS'S KITCHENS & BATHS	Home Furnishings Stores	11,600	

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		634 Chamberlain St.	45299	180	KENT'S VARIETY	Other General Merchandise Stores	1,000
		707 Charlotte St.	44611	120	Medical Centre Pharmacy	Pharmacies & Personal Care Stores	1,650
		1079 Clonsilla Ave.	44512	100	BECKER'S	Convenience & Specialty Food Stores	2,450
		Consilla Ave.	44211	30	DAVES AT WORK OFFICE FURNITURE	Furniture Stores	19,050
		871 Crawford Dr.	44422	80	JOHNSTON'S GARDEN CTR.	Specialized Building Materials & Garden Stores	1,850
		677 Crown Dr.	44132	20	ATTERSLY TIRE	Automotive	4,400
		582 Monaghan Rd.	44512	100	DISCOUNT MINI MART	Convenience & Specialty Food Stores	1,250
		593 Monaghan Rd.	99999	300	VACANT	Vacant	750
		695 Monaghan Rd.	44512	100	ROYAL CONVENIENCE	Convenience & Specialty Food Stores	1,200
		608 Orpington Rd.	44512	100	MISTER CONVENIENCE	Convenience & Specialty Food Stores	1,800
		448 Park St. S	45299	180	KANDO VARIETY	Other General Merchandise Stores	1,500
		465 Park St. S	99999	300	VACANT	Vacant	550
		725 Park St. S	45113	160	MARGARET'S CRAFT SHOP	Sporting Goods, Hobby, Music & Book Stores	1,300
		733 Park St. S	44512	100	CHOI'S CONVENIENCE	Convenience & Specialty Food Stores	1,700
		757 Park St. S	45299	180	PARKLANE VARIETY	Other General Merchandise Stores	1,850
		769 Park St. S	44611	120	MATHER & BELL PHARMACY	Pharmacies & Personal Care Stores	2,600
		653 Parkhill Rd. W	44512	100	JACKSON PARK CONVENIENCE	Convenience & Specialty Food Stores	2,450
		655 Parkhill Rd. W	45112	160	JEFF'S WHOLESALE SPORTS CARDS	Sporting Goods, Hobby, Music & Book Stores	1,400
		891 Parkhill Rd. W	45299	180	PARKHILL VARIETY	Other General Merchandise Stores	1,050
		760 Sherbrooke St.	445110	90	SHERBROOKE IGA	Supermarkets & Grocery Stores	10,300
		1789 Stenson Blvd.	44512	100	PETER'S CONVENIENCE	Convenience & Specialty Food Stores	2,650
			99999	300	VACANT	Vacant	1,300
		715 The Kingsway	44132	20	FISHER TIRE LTD.	Automotive	1,050



District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		494 The Parkway	444190	80	D & V TILE LTD.	Specialized Building Materials & Garden Stores	1,600
		709 The Parkway	444190	80	KESCO ELECTRIC SUPPLY LTD.	Specialized Building Materials & Garden Stores	5,950
		580 The Queensway	44613	120	TOWNE OPTICAL	Pharmacies & Personal Care Stores	950
		610 The Queensway	45111	160	SAAUGEEEN SHAFTS	Sporting Goods, Hobby, Music & Book Stores	1,750
		646 The Queensway	44221	40	BEST BEST BEST CARPET	Home Furnishings Stores	6,000
		701 The Queensway	44221	40	STRADWICK'S FLOOR COVERING	Home Furnishings Stores	8,650
					WESTBY FLOORING LTD.	Home Furnishings Stores	2,500
		765 The Queensway	44221	40	END OF THE ROLL DISCOUNT CARPET	Home Furnishings Stores	6,600
		993 Webber Ave.	44221	40	PETERBOROUGH CARPETLAND	Home Furnishings Stores	4,550
		Other West Sum					
West Sum							974,400
Grand Total							2,239,550

***Figure C-2: August, 2007 urbanMetrics Inventory***

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
Centre	Commercial Core	129 Aylmer St. N	44211	30	Twohey's Furniture	Furniture Stores	16,350
		282 Aylmer St. N	72241	270	Montreal House/The Forum	Food Services & Drinking Places	2,950
		296 Aylmer St. N	45114	160	Bud's Music Centre	Sporting Goods, Hobby, Music & Book Stores	400
		321 Aylmer St. N	72221	270	Jim's Pizzeria	Food Services & Drinking Places	1,900
		332 Aylmer St. N	54111	230	Lockington Lawless	Professional, Scientific & Technical Services	1,500
		334 Aylmer St. N	72211	270	Lee Ho Restaurant	Food Services & Drinking Places	1,600
		375 Aylmer St. N	72221	270	Sunrise Cafe	Food Services & Drinking Places	1,350
		464 Aylmer St. N	45111	160	Spokes & Pedals Ltd.	Sporting Goods, Hobby, Music & Book Stores	3,700
		144 Brock St.	72241	270	Pig's Ear Tavern	Food Services & Drinking Places	1,500
		158 Brock St.	44529	100	The Cheese Shop	Convenience & Specialty Food Stores	750
		166 Brock St.	72211	270	Rare Grill House	Food Services & Drinking Places	1,650
		167 Brock St.	52213	210	Peterborough Credit Union	Finance	2,800
		172 Brock St.	71394	260	The Humanistic Yoga Centre	Entertainment & Recreational Activities	750
		181 Brock St.	445110	90	Price Chopper	Supermarkets & Grocery Stores	21,400
		221 Brock St.	81211	290	Hair Effects Salon	Personal Care Services	700
		223 Brock St.	44311	60	Allan Dunn Appliance	Home Electronics & Appliance Stores	2,850
		131 Charlotte St.	56141	240	Print Three	Selected Office Administrative Services	800
		135 Charlotte St.	52311	210	CIBC Wood Gundy	Finance	2,200
		141 Charlotte St.	44811	140	John Roberts Clothiers	Clothing Stores	950
		154 Charlotte St.	81211	290	Burgundy's Hair Salon	Personal Care Services	500
		156 Charlotte St.	44613	120	Nelm's Boutique	Pharmacies & Personal Care Stores	800
		158 Charlotte St.	53222	200	Imperial Styles	Consumer Goods Rental	1,100
		166 Charlotte St.	72241	270	McThirsty's Pint	Food Services & Drinking Places	1,300
		168 Charlotte St.	72241	270	Cosmic Charlie's	Food Services & Drinking Places	800
		169 Charlotte St.	45111	160	Wild Rock	Sporting Goods, Hobby, Music & Book Stores	4,000
		172 Charlotte St.	72211	270	Hoshi Restaurant	Food Services & Drinking Places	1,500
		174 Charlotte St.	45111	160	Runner's Life	Sporting Goods, Hobby, Music & Book Stores	850
			45112	160	Just Toys	Sporting Goods, Hobby, Music & Book Stores	1,200

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		175 Charlotte St.	72241	270	White House Hotel	Food Services & Drinking Places	4,450
		177 Charlotte St.	44815	150	Tribal Voices	Shoe, Clothing Accessories & Jewellery Stores	2,800
		180 Charlotte St.	44813	140	Charlotte's Web	Clothing Stores	1,350
			45112	160	Cottage Toys	Sporting Goods, Hobby, Music & Book Stores	1,350
		181 Charlotte St.	44812	140	Connections	Clothing Stores	1,100
		182 Charlotte St.	72231	270	Brio Gusto	Food Services & Drinking Places	1,700
		182.5 Charlotte St.	45111	160	Cyclepath	Sporting Goods, Hobby, Music & Book Stores	3,000
		183 Charlotte St.	44815	150	Kenneth Bell Fashion Accessories	Shoe, Clothing Accessories & Jewellery Stores	450
		185 Charlotte St.	81143	280	Tony's Gold Shoe Repir	Personal & Household Goods Repair & Maintenance	650
		186.5 Charlotte St.	45111	160	Hobie's Sports	Sporting Goods, Hobby, Music & Book Stores	2,000
		187 Charlotte St.	72211	270	Enisa Diner	Food Services & Drinking Places	1,350
		188.5 Charlotte St.	81292	290	Peterborough Photo Service	Personal Care Services	1,350
		190 Charlotte St.	56162	240	Lockhead Locksmith	Selected Office Administrative Services	350
			453999	190	The Blue Tomato Art Shop	Miscellaneous Retailers	1,000
		191 Charlotte St.	72221	270	Stickling's Bakery and Bistro	Food Services & Drinking Places	600
		192 Charlotte St.	56162	240	Lewin Lock & Safe	Selected Office Administrative Services	1,000
		194 Charlotte St.	81219	290	Sundaze Tanning	Personal Care Services	1,200
		196 Charlotte St.	453999	190	Kawartha Candle Company	Miscellaneous Retailers	950
		200 Charlotte St.	71394	260	Good Life Fitness for Women	Entertainment & Recreational Activities	5,350
		208 Charlotte St.	45311	190	Pammett's Flowers	Miscellaneous Retailers	2,300
		224 Charlotte St.	81219	290	Pettigrew Spa	Personal Care Services	8,300
		225 Charlotte St.	44611	120	Shoppers Drug Mart	Pharmacies & Personal Care Stores	12,750
		226 Charlotte St.	62139	250	Dr. Sun & Dr. Smith Clinic	Health Care & Social Services	1,750
		228 Charlotte St.	72211	270	Wimpy's Diner	Food Services & Drinking Places	1,750
		230 Charlotte St.	99999	300	Vacant	Vacant	1,150
		232 Charlotte St.	54192	230	My Own Dark Room	Professional, Scientific & Technical Services	1,150

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		234 Charlotte St.	56151	240	American Express Travel Services	Selected Office Administrative Services	4,700
		242 Charlotte St.	44819	140	Scrubs n Stuff	Clothing Stores	950
		244 Charlotte St.	81211	290	Lady Barber	Personal Care Services	650
		248 Charlotte St.	453999	190	Austin Trophies	Miscellaneous Retailers	1,400
		250 Charlotte St.	444190	80	Turco Tile	Specialized Building Materials & Garden Stores	3,900
		251 Charlotte St.	44613	120	The Spectacle Boutique	Pharmacies & Personal Care Stores	2,000
			56151	240	Carlson Wagonlit Travel	Selected Office Administrative Services	1,800
			62151	250	CitiCentre X - Ray	Health Care & Social Services	900
			446191	120	Hearing Centre	Pharmacies & Personal Care Stores	900
		252 Charlotte St.	45311	190	Rambling Rose	Miscellaneous Retailers	2,000
		254 Charlotte St.	44412	80	Benjamin Moore Paints	Specialized Building Materials & Garden Stores	9,650
		139 George St. N	44512	100	Mac's	Convenience & Specialty Food Stores	1,600
			44531	110	The Beer Store	Beer, Wine & Liquor Stores	3,500
			45311	190	The Flower Store	Miscellaneous Retailers	1,350
			45391	190	Pet Valu	Miscellaneous Retailers	3,350
			72211	270	Smitty's Family Restaurant	Food Services & Drinking Places	3,850
			72221	270	241 Pizza	Food Services & Drinking Places	750
			99999	300	Vacant	Vacant	2,350
		157 George St. N	72221	270	Tim Horton's	Food Services & Drinking Places	2,400
		184 George St. N	45113	160	Needleworks	Sporting Goods, Hobby, Music & Book Stores	1,150
		188 George St. N	99999	300	Vacant	Vacant	1,550
		190 George St. N	45399	190	Boater's World Marine Supplies	Miscellaneous Retailers	1,150
		197 George St. N	72221	270	Country Style Donuts	Food Services & Drinking Places	1,400
		215 George St. N	52421	220	The Protector's Group	Insurance & Real Estate	8,150
			72241	270	Phoenix Bar and Grill	Food Services & Drinking Places	3,850
		225 George St. N	44211	30	Classic Rattan	Furniture Stores	7,750
		230 George St. N	445110	90	No Frills	Supermarkets & Grocery Stores	44,950
		237 George St. N	99999	300	Vacant	Vacant	700
		239 George St. N	45392	190	Canning Galleries	Miscellaneous Retailers	1,050

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			71151	260	Start The Gene Canning School of Art	Entertainment & Recreational Activities	550
		241 George St. N	72211	270	Village of Thai	Food Services & Drinking Places	1,150
		245 George St. N	45299	180	Teresa's Variety	Other General Merchandise Stores	750
		246 George St. N	44211	30	Craft Works	Furniture Stores	12,950
		247 George St. N	445292	100	Candy Craze	Convenience & Specialty Food Stores	1,000
		25 George St. N	72211	270	Bracchus Fine Dining	Food Services & Drinking Places	950
		251 George St. N	72241	270	Riley's	Food Services & Drinking Places	3,350
		257 George St. N	72241	270	The Junction	Food Services & Drinking Places	5,750
		259 George St. N	72221	270	Subway	Food Services & Drinking Places	1,800
		261 George St. N	52421	220	Gracie & Johnston Insurance	Insurance & Real Estate	3,550
			54121	230	H&R Block	Professional, Scientific & Technical Services	1,600
		269 George St. N	442292	40	Frameland	Home Furnishings Stores	1,600
		270 George St. N	52421	220	TD Insurance	Insurance & Real Estate	3,250
		271 George St. N	44529	100	Israel Boutique	Convenience & Specialty Food Stores	2,350
		277 George St. N	45331	190	Antiques	Miscellaneous Retailers	1,050
		283 George St. N	49111	190	Canada Post Outlet	Miscellaneous Retailers	1,250
			54121	230	Liberty Tax Service	Professional, Scientific & Technical Services	650
		284 George St. N	99999	300	Vacant	Vacant	1,500
		285 George St. N	453999	190	Costume King Party Store	Miscellaneous Retailers	4,000
		285A George St. N	44312	50	Mackay's	Computer & Software Stores	600
		286 George St. N	71399	260	Vibe Nightclub	Entertainment & Recreational Activities	6,500
		287 George St. N	72211	270	Bistro 287	Food Services & Drinking Places	2,450
		289 George St. N	99999	300	Vacant	Vacant	3,050
		290 George St. N	71131	260	Showplace Performance Centre	Entertainment & Recreational Activities	0
		291 George St. N	99999	300	Vacant	Vacant	3,050
		293 George St. N	45391	190	All Creatures Great and Small	Miscellaneous Retailers	2,850
		295 George St. N	72241	270	Sin City Bar & Eatery	Food Services & Drinking Places	3,750

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		296 George St. N	45321	190	Brant Basics Office Supplies	Miscellaneous Retailers	4,700
		306 George St. N	72211	270	Curry Village	Food Services & Drinking Places	1,400
		311 George St. N	52211	210	Bank of Montreal	Finance	1,700
			52399	210	Canavista Financial Centre	Finance	2,300
		316 George St. N	99999	300	Vacant	Vacant	1,500
		321 George St. N	99999	300	Vacant	Vacant	1,350
		323 George St. N	99999	300	Vacant	Vacant	1,850
		331 George St. N	44211	30	Impo-Depo	Furniture Stores	1,600
		337 George St. N	453999	190	Smoke King	Miscellaneous Retailers	600
		339 George St. N	44211	30	Futons First	Furniture Stores	850
		340 George St. N	52211	210	Business Development Bank	Finance	1,800
			52399	210	Paul Vaneyk Financial Services	Finance	1,200
		341 George St. N	44831	150	Charlie Jewellers	Shoe, Clothing Accessories & Jewellery Stores	7,900
		343 George St. N	99999	300	Vacant	Vacant	1,750
		345 George St. N	445292	100	The Nutty Chocolatier	Convenience & Specialty Food Stores	2,700
		347 George St. N	72221	270	Pita Pit	Food Services & Drinking Places	600
		349 George St. N	81211	290	Master Hair Cutters	Personal Care Services	2,400
		351 George St. N	44812	140	T-Elle Boutique	Clothing Stores	1,100
			44814	140	Tweed & Hickory	Clothing Stores	12,100
		351A George St. N	72221	270	Mr. Sub	Food Services & Drinking Places	1,050
		355 George St. N	45299	180	Sugar & Spice Variety	Other General Merchandise Stores	1,600
		360 George St. N	44229	40	Home-ology	Home Furnishings Stores	7,050
			44311	60	Dean Electronics	Home Electronics & Appliance Stores	2,100
			44612	120	Global Perfume and Cosmetics	Pharmacies & Personal Care Stores	1,400
			44811	140	Urban Point	Clothing Stores	1,450
			44812	140	Classic 4 U	Clothing Stores	1,750

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
					Gentry Apparel	Clothing Stores	3,000
					My Signature	Clothing Stores	1,400
					Angel Baby Products	Clothing Stores	700
			44813	140	Cherished Events	Clothing Stores	3,200
			44814	140	Stitches	Clothing Stores	3,700
			44832	150	N Trading Leather	Shoe, Clothing Accessories & Jewellery Stores	1,150
			45114	160	Maar Music	Sporting Goods, Hobby, Music & Book Stores	1,550
			45121	160	Half Price Books	Sporting Goods, Hobby, Music & Book Stores	4,500
			45299	180	A Buck or Two	Other General Merchandise Stores	2,150
			45322	190	Import Treasures	Miscellaneous Retailers	1,850
			45399	190	Cropcircles	Miscellaneous Retailers	1,650
					Peterborough Green Up	Miscellaneous Retailers	3,250
			52211	210	TD Canada Trust	Finance	8,000
					TD Canada Trust Commercial	Finance	2,500
			52311	210	RBC Dominion Securities	Finance	5,500
			52421	220	London Life/Freedom 55	Insurance & Real Estate	7,800
			54119	230	Ontario Traffic Ticket	Professional, Scientific & Technical Services	1,050
			56142	240	ICT Call Centre	Selected Office Administrative Services	27,000
			56144	240	Premier Receivables	Selected Office Administrative Services	1,600
			56149	240	Kawartha Graphics	Selected Office Administrative Services	2,200
			62121	250	Dr. Annabel Braganza, Dentist	Health Care & Social Services	1,150
			62412	250	VON - Adult Day Program	Health Care & Social Services	6,800
			62419	250	Community Living Peterborough - The Office	Health Care & Social Services	1,700
					Community Living Peterborough - The Shop	Health Care & Social Services	700
					Ministry of Community and Social Services	Health Care & Social Services	11,750
			62431	250	Northern Lights Canada	Health Care & Social Services	4,750



District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			71131	260	Market Hall Theatre	Entertainment & Recreational Activities	2,000
			71329	260	Info Place-Lottery Place	Entertainment & Recreational Activities	50
			71394	260	Peterborough Tai Chi	Entertainment & Recreational Activities	1,200
			72221	270	Alba Pizzeria	Food Services & Drinking Places	500
					Alexandros Greek Food	Food Services & Drinking Places	1,850
					Asian flavour	Food Services & Drinking Places	450
					Dancing Blueberries and Desserts	Food Services & Drinking Places	1,150
					Druxy's	Food Services & Drinking Places	850
					Gator's Pitas	Food Services & Drinking Places	900
					Jay's Gourmet Coffee	Food Services & Drinking Places	850
					McDonald's	Food Services & Drinking Places	1,300
					Spitfire Grill	Food Services & Drinking Places	400
					Treats	Food Services & Drinking Places	350
			81149	280	Imperial Alterations	Personal & Household Goods Repair & Maintenance	200
			81211	290	Absolute Hair Salon	Personal Care Services	1,100
			99999	300	Vacant - unit 1	Vacant	2,500
					Vacant - unit 16	Vacant	6,500
					Vacant - unit 17A	Vacant	150
					Vacant - unit 28	Vacant	500
					Vacant - unit 3	Vacant	1,900
					Vacant - unit 40	Vacant	950
					Vacant - unit 41/42	Vacant	4,450
			444190	80	Masterbrand Cabinets	Specialized Building Materials & Garden Stores	1,350
			445110	90	Asian Grocery Store	Supermarkets & Grocery Stores	1,200
		361 George St. N	99999	300	Vacant	Vacant	1,200
		362 George St. N	72241	270	The Speak Easy Pub	Food Services & Drinking Places	450
		364 George St. N	53222	200	K+C Costumes	Consumer Goods Rental	5,450
		366 George St. N	44812	140	Tango	Clothing Stores	800
		367 George St. N	44821	150	Pensieri Shoes	Shoe, Clothing Accessories & Jewellery Stores	5,050

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		368 George St. N	52239	210	Money Mart	Finance	1,350
		369 George St. N	44512	100	Downtown Convenience	Convenience & Specialty Food Stores	1,100
		370 George St. N	44612	120	Simple	Pharmacies & Personal Care Stores	750
		371 George St. N	44812	140	Plum Loco	Clothing Stores	9,150
		372 George St. N	45391	190	Hot Diggity Dog	Miscellaneous Retailers	1,450
		375 George St. N	99999	300	Vacant	Vacant	10,100
		376 George St. N	99999	300	Vacant	Vacant	5,400
		377 George St. N	44821	150	Walkwei	Shoe, Clothing Accessories & Jewellery Stores	850
		378 George St. N	99999	300	Vacant	Vacant	6,300
		379 George St. N	45121	160	Titles Bookstore	Sporting Goods, Hobby, Music & Book Stores	850
			72211	270	Splice	Food Services & Drinking Places	1,000
		380 George St. N	72211	270	Hot Belly Mama's	Food Services & Drinking Places	1,850
		382 George St. N	44812	140	I See France	Clothing Stores	500
		382.5 George St. N	45322	190	Hi Ho Silver	Miscellaneous Retailers	900
		383 George St. N	44811	140	Flavour	Clothing Stores	5,750
		384 George St. N	44812	140	Plush	Clothing Stores	3,150
		385 George St. N	45299	180	Dollar Discount	Other General Merchandise Stores	10,800
		386 George St. N	44812	140	Joie de Vie	Clothing Stores	2,000
		388 George St. N	44821	150	SOS Shoe Shop	Shoe, Clothing Accessories & Jewellery Stores	2,100
		39 George St. N	44412	80	Colour Your World	Specialized Building Materials & Garden Stores	4,250
		390 George St. N	44812	140	Fayes Designer Bridal	Clothing Stores	3,000
		392 George St. N	44811	140	Barclay	Clothing Stores	2,600
		394 George St. N	72221	270	Hasselton Coffe Shop	Food Services & Drinking Places	850
		396 George St. N	72221	270	Double Double Pizza	Food Services & Drinking Places	500
		399 George St. N	52211	210	CIBC	Finance	4,400
		400 George St. N	45299	180	New Dollar Choice	Other General Merchandise Stores	1,450
		401 George St. N	52211	210	RBC	Finance	2,950
		404 George St. N	45114	160	Uptown Music	Sporting Goods, Hobby, Music & Book Stores	5,150
		406 George St. N	44831	150	Nielson's Watches	Shoe, Clothing Accessories & Jewellery Stores	600
		406.5 George St. N	446191	120	The Earth Food Store	Pharmacies & Personal Care Stores	600
		407 George St. N	71399	260	Pappas Billiards	Entertainment & Recreational Activities	1,600

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		408 George St. N	44311	60	Brown Business Depot	Home Electronics & Appliance Stores	1,500
		409 George St. N	45331	190	Hock Shop	Miscellaneous Retailers	1,800
		410 George St. N	45331	190	Disc Depot	Miscellaneous Retailers	1,400
		412 George St. N	45331	190	Twice is Nice	Miscellaneous Retailers	1,100
		412.5 George St. N	81211	290	O'Hara Hair Studio	Personal Care Services	1,100
		413 George St. N	44819	140	Lech & Sons Furs	Clothing Stores	6,550
		414 George St. N	72221	270	The Spill Coffee Bar	Food Services & Drinking Places	1,550
		415 George St. N	72211	270	Hi-Tops Restaurant	Food Services & Drinking Places	1,600
		416 George St. N	453999	190	Intergalactic Trading Company	Miscellaneous Retailers	1,350
		418 George St. N	45331	190	Chunleigh's Second Hand	Miscellaneous Retailers	3,000
		419 George St. N	45322	190	Country Craft Store	Miscellaneous Retailers	400
		420 George St. N	81219	290	Tatoo	Personal Care Services	1,100
		422 George St. N	45112	160	Elan Games	Sporting Goods, Hobby, Music & Book Stores	2,700
		423 George St. N	52211	210	National Bank	Finance	2,950
		424 George St. N	44612	120	Mountain Beauty Supply	Pharmacies & Personal Care Stores	1,650
		425 George St. N	45122	160	Moondance	Sporting Goods, Hobby, Music & Book Stores	3,200
		426 George St. N	442292	40	Frame it for You	Home Furnishings Stores	2,600
		427 George St. N	44229	40	Lakeshore Design	Home Furnishings Stores	3,300
		428 George St. N	44121	20	Ronald's Custom Window Coverings	Automotive	1,100
		429 George St. N	44512	100	C+C Shop	Convenience & Specialty Food Stores	1,900
		430 George St. N	445110	90	Minh's Chinese Grocery	Supermarkets & Grocery Stores	1,400
		431 George St. N	45391	190	Karolina's Pet Bakery and Toys	Miscellaneous Retailers	3,750
		432 George St. N	45392	190	Christensen Fine Art	Miscellaneous Retailers	6,150
		437 George St. N	72211	270	Net Wok Buffett	Food Services & Drinking Places	2,950
		440 George St. N	44211	30	Knock on Wood	Furniture Stores	9,500
		441 George St. N	72221	270	Pete's Subs	Food Services & Drinking Places	1,050
		442 George St. N	72221	270	The Moveable Feast Cafe	Food Services & Drinking Places	1,500
		443 George St. N	45322	190	Pete's Garden and Gift	Miscellaneous Retailers	550

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		444 George St. N	45331	190	Bluestreak Records	Miscellaneous Retailers	700
		445 George St. N	44821	150	BioPed	Shoe, Clothing Accessories & Jewellery Stores	2,000
		446 George St. N	99999	300	Vacant	Vacant	1,100
		447 George St. N	81211	290	J Davis Hair Studio	Personal Care Services	600
		449 George St. N	44812	140	Blushing Brides	Clothing Stores	2,000
		452 George St. N	72241	270	The Blackhorse Pub	Food Services & Drinking Places	1,200
		455 George St. N	52311	210	Edward Jones Investments	Finance	550
		458 George St. N	81211	290	Barber Shop	Personal Care Services	700
		461 George St. N	99999	300	Vacant	Vacant	950
		462 George St. N	45299	180	Health and Variety	Other General Merchandise Stores	900
		464 George St. N	44211	30	Home Sweet Home	Furniture Stores	900
		474 George St. N	62121	250	Family Dentistry	Health Care & Social Services	2,300
			99999	300	Vacant	Vacant	1,300
		521 George St. N	54111	230	Law Offices	Professional, Scientific & Technical Services	1,950
		539 George St. N	81221	290	Kay Funeral Home	Personal Care Services	2,550
		55 George St. N	52421	220	Primerica	Insurance & Real Estate	2,850
		69 George St. N	44812	140	Sheila's Classic Lane	Clothing Stores	4,950
		91 George St. N	44229	40	Easy Home	Home Furnishings Stores	1,850
			44312	50	MDG	Computer & Software Stores	1,500
			44611	120	Pharma Save	Pharmacies & Personal Care Stores	4,250
			44613	120	Hakim Optical	Pharmacies & Personal Care Stores	1,100
			44819	140	Forbidden Pleasures	Clothing Stores	900
			45111	160	National Sports	Sporting Goods, Hobby, Music & Book Stores	13,750
			45113	160	Fabric World	Sporting Goods, Hobby, Music & Book Stores	4,050
			45121	160	Emmamus Family Books	Sporting Goods, Hobby, Music & Book Stores	1,800
			45299	180	Bargain Shop	Other General Merchandise Stores	9,350
					Market Plaza Gift and Variety	Other General Merchandise Stores	1,050
			52421	220	Allstate	Insurance & Real Estate	900
			53121	220	Remax	Insurance & Real Estate	1,950
			54111	230	Gulick Forest Law Office	Professional, Scientific & Technical Services	3,000

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			71395	260	Lakeview Bowl	Entertainment & Recreational Activities	10,900
			72211	270	Captain George's Fish and Family Restaurant	Food Services & Drinking Places	1,350
			72221	270	Pizza Pizza	Food Services & Drinking Places	1,950
					Subway	Food Services & Drinking Places	2,200
			453999	190	Party Depot	Miscellaneous Retailers	4,350
		111 Hunter St. W	52211	210	Scotia Bank	Finance	7,300
		116 Hunter St. W	54111	230	Lech Leighton O'Brian Law Office	Professional, Scientific & Technical Services	1,800
		129 Hunter St. W	72211	270	St. Veronus	Food Services & Drinking Places	2,950
		130 Hunter St. W	44419	80	WTW Americas Inc	Specialized Building Materials & Garden Stores	1,750
			62423	250	Kawartha Sexual Assault Services	Health Care & Social Services	800
		131 Hunter St. W	44812	140	Catalina	Clothing Stores	2,000
		134 Hunter St. W	44819	140	Bernard Cahills Furs	Clothing Stores	5,650
		137 Hunter St. W	72221	270	Maggie's Eatery	Food Services & Drinking Places	750
			72241	270	Sapphire Room	Food Services & Drinking Places	850
		138 Hunter St. W	72221	270	Dreams of Beans	Food Services & Drinking Places	1,500
		139 Hunter St. W	99999	300	Vacant	Vacant	1,000
		140 Hunter St. W	54192	230	Miranda Photo Studios	Professional, Scientific & Technical Services	750
		141 Hunter St. W	72211	270	Nicolinis	Food Services & Drinking Places	750
		142 Hunter St. W	45322	190	Fab Collectibles and Gifts	Miscellaneous Retailers	800
		144 Hunter St. W	99999	300	Vacant	Vacant	600
		163 Hunter St. W	54111	230	Lillico Bazuk Law Office	Professional, Scientific & Technical Services	1,500
		164 Hunter St. W	54149	230	Redstone Media Group	Professional, Scientific & Technical Services	2,250
		168 Hunter St. W	99999	300	Vacant	Vacant	1,200
		172 Hunter St. W	81211	290	Henry's Barber Shop	Personal Care Services	900
		176 Hunter St. W	45112	160	The Toy Shop	Sporting Goods, Hobby, Music & Book Stores	1,500
		180 Hunter St. W	72211	270	Parkhill on Hunter	Food Services & Drinking Places	1,600
		188 Hunter St. W	62134	250	Creekside Massage Therapy	Health Care & Social Services	1,000

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			71394	260	Jane Markus Pilates and Yoga	Entertainment & Recreational Activities	700
			72221	270	Taste of Europe	Food Services & Drinking Places	700
			72232	270	Be Catering Co.	Food Services & Drinking Places	1,250
			81219	290	The Spa Club	Personal Care Services	1,700
		189 Hunter St. W	72241	270	Clancy's Pub	Food Services & Drinking Places	3,050
		190 Hunter St. W	72211	270	La Hacienda	Food Services & Drinking Places	700
		191 Hunter St. W	446191	120	Alypsis Flower Remedies	Pharmacies & Personal Care Stores	1,200
		197 Hunter St. W	99999	300	Vacant	Vacant	600
		201 Hunter St. W	99999	300	Vacant	Vacant	450
		210 Hunter St. W	44311	60	McMillians Appliances	Home Electronics & Appliance Stores	1,800
					Pretel	Home Electronics & Appliance Stores	1,800
			45111	160	The Running Room	Sporting Goods, Hobby, Music & Book Stores	1,800
			62139	250	kawartha Regional Orthopedic Specialist	Health Care & Social Services	1,800
		211 Hunter St. W	72211	270	Cervantes	Food Services & Drinking Places	1,750
		213 Hunter St. W	72221	270	The Needle Bar and Bubble Tea	Food Services & Drinking Places	600
		216 Hunter St. W	72211	270	Gordon Best	Food Services & Drinking Places	1,000
		217 Hunter St. W	72211	270	Karma's Café	Food Services & Drinking Places	1,350
		219 Hunter St. W	45112	160	Black Inxs Beads	Sporting Goods, Hobby, Music & Book Stores	1,550
		221 Hunter St. W	72221	270	Black Honey	Food Services & Drinking Places	500
		225 Hunter St. W	72211	270	Gertis's	Food Services & Drinking Places	1,650
		227 Hunter St. W	72221	270	Island Cream	Food Services & Drinking Places	1,350
		229 Hunter St. W	72221	270	The Night Kitchen	Food Services & Drinking Places	600
		231 Hunter St. W	72221	270	Rusty Snail	Food Services & Drinking Places	650
		233 Hunter St. W	45299	180	Sandy's Cigar and Variety	Other General Merchandise Stores	1,300
		243 Hunter St. W	52421	220	Monkman Insurance Brokers	Insurance & Real Estate	1,000
		83 Hunter St. W	81221	290	Community Alternative Funeral Services	Personal Care Services	2,050

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		85 Hunter St. W	62121	250	Denture Clinic	Health Care & Social Services	2,050
		87 Hunter St. W	44812	140	Dan Joyce's	Clothing Stores	2,800
		100 King St.	72221	270	Silver Bean Cafe	Food Services & Drinking Places	1,500
		140 King St.	72211	270	Elements Restaurant	Food Services & Drinking Places	900
		151 King St.	71131	260	CKWF - The Wolf Radio Station	Entertainment & Recreational Activities	1,400
		159 King St.	52239	210	Payday Plus	Finance	450
		161 King St.	62131	250	Peterborough Family Chiropractic	Health Care & Social Services	400
		165 King St.	45392	190	Russell Gallery	Miscellaneous Retailers	350
		167 King St.	81211	290	Two Barbers	Personal Care Services	350
		171 King St.	52232	210	Dealerplan Peterborough	Finance	1,650
			56149	240	Custom Copying	Selected Office Administrative Services	1,650
		220 King St.	72211	270	Shish-ka-bob Hut	Food Services & Drinking Places	1,300
		223 King St.	52239	210	Money Concept	Finance	700
		229 King St.	62419	250	Community Counseling and Resource Centre	Health Care & Social Services	800
		231 King St.	44812	140	Angel Mark	Clothing Stores	1,650
		240 King St.	44512	100	Mac's	Convenience & Specialty Food Stores	1,300
			44821	150	Accu Ped Orthotics and Footware	Shoe, Clothing Accessories & Jewellery Stores	2,150
		166 McDonnel St.	62131	250	Peterborough Chiropractic	Health Care & Social Services	2,000
		176 McDonnel St.	54111	230	Law Office	Professional, Scientific & Technical Services	1,400
		235 McDonnel St.	44512	100	Mac's	Convenience & Specialty Food Stores	2,000
		236 McDonnel St.	81149	280	Body Moulding Massage	Personal & Household Goods Repair & Maintenance	650
		362 Queen St.	54121	230	McColl Turner Chartered Accountants	Professional, Scientific & Technical Services	2,450
		373 Queen St.	72211	270	Electric City Gardens	Food Services & Drinking Places	1,500
		377 Queen St.	45331	190	Just Like New Boutique	Miscellaneous Retailers	1,300
		381 Queen St.	45331	190	Blue Moon Antiques	Miscellaneous Retailers	750

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		384 Queen St.	45111	160	Fontaine Source for Sports	Sporting Goods, Hobby, Music & Book Stores	6,550
		390 Queen St.	72211	270	Charlotte Anne's Restaurant	Food Services & Drinking Places	2,350
		171 Rink St.	44131	20	The Go Shop	Automotive	700
			52239	210	One Stop Money Shop	Finance	700
			53223	200	Adult Movie Warehouse	Consumer Goods Rental	700
			56149	240	Package Plus	Selected Office Administrative Services	700
			72221	270	Ace Submarine	Food Services & Drinking Places	2,200
		216 Rink St.	44131	20	Vanzuylen Alignment & Tire Services	Automotive	1,050
		238 Rink St.	54191	230	Welsh Marketing Associates	Professional, Scientific & Technical Services	1,600
		248 Rink St.	45321	190	Pronto-Print	Miscellaneous Retailers	1,600
		165 Sherbrooke St.	44529	100	The Pasta Shop	Convenience & Specialty Food Stores	2,450
			45322	190	Avant Garden	Miscellaneous Retailers	2,450
			81211	290	Laurie Jones Hair Designers	Personal Care Services	2,450
			442298	40	Jackson Creek Clay	Home Furnishings Stores	2,950
		187 Sherbrooke St.	62139	250	Jackson Creek Natural Health Centre	Health Care & Social Services	750
		191 Sherbrooke St.	62121	250	Dr. Cameron Sordi, Dentist	Health Care & Social Services	550
		195 Sherbrooke St.	54111	230	Alfred Garipey Law Office	Professional, Scientific & Technical Services	550
		196 Sherbrooke St.	44531	110	LCBO	Beer, Wine & Liquor Stores	5,200
		199 Sherbrooke St.	52421	220	D. Robertson Financial Insurance	Insurance & Real Estate	600
		211 Sherbrooke St.	54136	230	Elliot & Parr Land Surveyors	Professional, Scientific & Technical Services	750
		215 Sherbrooke St.	62139	250	OATC Peterborough Clinic	Health Care & Social Services	1,000
		219 Sherbrooke St.	62121	250	Mckenzie Denture Clinic	Health Care & Social Services	1,100
		250 Sherbrooke St.	72211	270	Two Fifty Café	Food Services & Drinking Places	2,450
		418 Sheridan St.	54111	230	Collins Barrows, CA & McMichael Law Office	Professional, Scientific & Technical Services	3,950



District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		438 Sheridan St.	54111	230	David W. Ross & Elizabeth Halka Law Offices	Professional, Scientific & Technical Services	1,500
		114 Simcoe St.	54119	230	HELP Traffic Ticket Legal Protection	Professional, Scientific & Technical Services	1,950
		123 Simcoe St.	71399	260	Trasheteria	Entertainment & Recreational Activities	3,400
		130 Simcoe St.	52211	210	Bank of Montreal	Finance	4,800
		131 Simcoe St.	56131	240	Manpower	Selected Office Administrative Services	1,400
		138 Simcoe St.	56131	240	Employment Planning Counseling	Selected Office Administrative Services	2,750
		140 Simcoe St.	81211	290	Anne's Hair Salon	Personal Care Services	700
		161 Simcoe St.	45112	160	Cosburn's Hobby Depot	Sporting Goods, Hobby, Music & Book Stores	950
		167 Simcoe St.	44413	70	Home Hardware	Home Centres & Hardware Stores	9,650
		172 Simcoe St.	72221	270	The Rooster	Food Services & Drinking Places	3,700
		175 Simcoe St.	62419	250	Peterborough Social Service Family Centre	Health Care & Social Services	1,400
		189 Simcoe St.	72221	270	New Sicilian Pizza	Food Services & Drinking Places	450
		190 Simcoe St.	44512	100	Mister Convenience	Convenience & Specialty Food Stores	950
			72221	270	Vanveen's Coffee and Catering	Food Services & Drinking Places	1,500
		191 Simcoe St.	62139	250	First Step Clinic	Health Care & Social Services	900
		193 Simcoe St.	44529	100	Pasta Plus	Convenience & Specialty Food Stores	500
			45322	190	St. Andrews Books & Gifts	Miscellaneous Retailers	500
			54111	230	JM Guerin, Lawyer	Professional, Scientific & Technical Services	300
			62419	250	Brighter Futures Peterborough	Health Care & Social Services	300
					Peterborough Communication Support	Health Care & Social Services	500
			81231	290	Laundromat	Personal Care Services	500
			99999	300	Vacant	Vacant	300
		195 Simcoe St.	53121	220	DNS Real Estate Brokers	Insurance & Real Estate	1,050
			72211	270	Saporito Italian Restaurant	Food Services & Drinking Places	2,000

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			72221	270	The Ritz Market Deli	Food Services & Drinking Places	1,200
		203 Simcoe St.	45111	160	Soccer Plus International	Sporting Goods, Hobby, Music & Book Stores	1,400
			45311	190	Flowers & Gifts by Brenda	Miscellaneous Retailers	600
			52239	210	Canada Cash Advance	Finance	300
			72241	270	Champs	Food Services & Drinking Places	1,600
			81211	290	Paul's Hair Works	Personal Care Services	700
					Shear Attraction	Personal Care Services	700
			442291	40	Blind2You	Home Furnishings Stores	400
		207 Simcoe St.	81219	290	Tranquility Spa	Personal Care Services	900
		209 Simcoe St.	52391	210	Mandelbaum Spergel Inc.	Finance	800
		216 Simcoe St.	45331	190	YMCA Buys Second Hand Clothing	Miscellaneous Retailers	1,800
		250 Water St.	72221	270	Harvey's	Food Services & Drinking Places	1,850
		290 Water St.	56149	240	Commercial Press and Design	Selected Office Administrative Services	1,350
		320 Water St.	44819	140	F/X	Clothing Stores	1,250
			62139	250	Peterborough Square Wellness Centre	Health Care & Social Services	1,300
			71399	260	Galaxy Cinemas	Entertainment & Recreational Activities	51,000
			72211	270	Mexacali's Rosa's	Food Services & Drinking Places	6,900
		364 Water St.	62139	250	Community Health Services	Health Care & Social Services	3,750
		372 Water St.	45112	160	Blue Sky Bead	Sporting Goods, Hobby, Music & Book Stores	550
			45331	190	Books n Things	Miscellaneous Retailers	750
		374 Water St.	72221	270	The Planet	Food Services & Drinking Places	550
		375 Water St.	72211	270	38 Degrees	Food Services & Drinking Places	1,050
		376 Water St.	44311	60	Protect Lock and Safe	Home Electronics & Appliance Stores	1,000
		378 Water St.	44512	100	Sips, Snacks n Stuff	Convenience & Specialty Food Stores	850
		379 Water St.	442298	40	Alternative Enterprises	Home Furnishings Stores	2,500
		380 Water St.	45331	190	Scholars Books	Miscellaneous Retailers	1,100
		382 Water St.	45331	190	Mark Jokinen Books	Miscellaneous Retailers	500

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		383 Water St.	45331	190	Dixon's Book Store	Miscellaneous Retailers	3,000
		384 Water St.	45331	190	Thea's Books and Violins	Miscellaneous Retailers	550
		385 Water St.	44613	120	NYO Face Art	Pharmacies & Personal Care Stores	550
		386 Water St.	72232	270	Crazy Cook Catering	Food Services & Drinking Places	1,000
		387 Water St.	81211	290	Tonic Hair Studio	Personal Care Services	1,100
		388 Water St.	81219	290	Tattoo	Personal Care Services	1,150
		389 Water St.	62121	250	Denture Clinic	Health Care & Social Services	800
		391 Water St.	44819	140	The Funky Buddha	Clothing Stores	1,150
		395 Water St.	81143	280	Allan Shoe Repair	Personal & Household Goods Repair & Maintenance	550
		399 Water St.	44812	140	Mandie	Clothing Stores	600
		441 Water St.	52421	220	ISL Insurance	Insurance & Real Estate	3,550
		479 Water St.	53121	220	Buy Sell Realty Network	Insurance & Real Estate	1,200
	<b>Commercial Core Sum</b>						<b>1,102,700</b>
	Charlotte Gateway	261 Charlotte St.	45331	190	Knot a New Book Store	Miscellaneous Retailers	850
		263 Charlotte St.	54111	230	Aitken Robertson Lawyers	Professional, Scientific & Technical Services	900
		265 Charlotte St.	54121	230	A n S Data Service	Professional, Scientific & Technical Services	850
		266 Charlotte St.	56149	240	The UPS Store	Selected Office Administrative Services	1,400
		267 Charlotte St.	62134	250	Best of Hearing Centre	Health Care & Social Services	900
		269 Charlotte St.	62134	250	Peterborough Orthodic and Sport Medicine	Health Care & Social Services	1,050
		270 Charlotte St.	44311	60	T.J. Cavanaugh Ltd.	Home Electronics & Appliance Stores	5,600
		277 Charlotte St.	62131	250	Chiropractor	Health Care & Social Services	1,350
		288 Charlotte St.	44412	80	Ashburnham Paint and Wallpaper	Specialized Building Materials & Garden Stores	1,200
		290 Charlotte St.	53223	200	Ted's Place	Consumer Goods Rental	2,150
		291 Charlotte St.	62134	250	Bodywise Health Centre	Health Care & Social Services	700
			81211	290	Hairitage Hair Salon	Personal Care Services	550
		308 Charlotte St.	62139	250	Synergystix Health Clinic	Health Care & Social Services	1,500

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		309 Charlotte St.	99999	300	Vacant	Vacant	2,200
		312 Charlotte St.	44812	140	Bannerman's	Clothing Stores	1,500
		314 Charlotte St.	54111	230	Jack McVicar Law Office	Professional, Scientific & Technical Services	1,000
			62139	250	Naturopathic Clinic	Health Care & Social Services	600
		316 Charlotte St.	45113	160	Yarn Ewetopia	Sporting Goods, Hobby, Music & Book Stores	850
		318 Charlotte St.	72221	270	Lunch	Food Services & Drinking Places	350
		320 Charlotte St.	56162	240	Les French Locksmith	Selected Office Administrative Services	450
		322 Charlotte St.	45113	160	Birgit's Sewing Shop	Sporting Goods, Hobby, Music & Book Stores	800
		324 Charlotte St.	45311	190	Always in Bloom Flowers	Miscellaneous Retailers	400
		326 Charlotte St.	44529	100	The Main Ingredient	Convenience & Specialty Food Stores	2,150
		327 Charlotte St.	62139	250	Peterborough Clinic	Health Care & Social Services	3,650
		328 Charlotte St.	44613	120	Pearle Vision	Pharmacies & Personal Care Stores	1,600
		332 Charlotte St.	53223	200	Charlotte Video	Consumer Goods Rental	1,050
		333 Charlotte St.	52421	220	Bowes and Cocks Brokerage	Insurance & Real Estate	2,450
		334 Charlotte St.	45331	190	The Garage Sale	Miscellaneous Retailers	900
		340 Charlotte St.	62131	250	Chiropractor	Health Care & Social Services	6,000
		342 Charlotte St.	62131	250	The Posture Clinic	Health Care & Social Services	1,200
		346 Charlotte St.	71394	260	Taoist Tai Chi	Entertainment & Recreational Activities	1,200
		348 Charlotte St.	44529	100	Charlotte Pantry	Convenience & Specialty Food Stores	3,250
		356 Charlotte St.	44531	110	The Wine Shoppe	Beer, Wine & Liquor Stores	1,200
			81231	290	Parkway Washomat	Personal Care Services	1,000
		354 Downie St.	81219	290	Wellness For Life Centre	Personal Care Services	2,600
		329 Reid St.	52231	210	Mortgage Plus	Finance	750
		333 Reid St.	54111	230	Stephane Delorne, CA & John Bartly, Lawyer	Professional, Scientific & Technical Services	750
		335 Reid St.	54111	230	Gary Ainsworth Law Office	Professional, Scientific & Technical Services	750
		337 Reid St.	62121	250	Family Dentistry	Health Care & Social Services	750
		339 Reid St.	62139	250	Pain Free Laser Clinic	Health Care & Social Services	750
		308 Rubidge St.	62121	250	Paget Denture Clinic	Health Care & Social Services	1,100

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		310 Rubidge St.	54111	230	Law Offices	Professional, Scientific & Technical Services	600
		332 Rubidge St.	45322	190	Kindred Spirits Gift Boutique	Miscellaneous Retailers	750
		334 Rubidge St.	81211	290	Champagnes Hair Studio	Personal Care Services	800
		336 Rubidge St.	45331	190	Back of the Closet	Miscellaneous Retailers	800
		338 Rubidge St.	81219	290	Amazing Makeovers Spa	Personal Care Services	800
		340 Rubidge St.	54119	230	X-Copper	Professional, Scientific & Technical Services	800
		342 Rubidge St.	81219	290	Kindred Spirits Centre	Personal Care Services	800
		344 Rubidge St.	62412	250	Equinox Autism Counseling	Health Care & Social Services	800
		356 Rubidge St.	81221	290	Comstock Funeral Home	Personal Care Services	5,950
		318 Stewart St.	62142	250	Telka Smith, Psychologist	Health Care & Social Services	1,100
	<b>Charlotte Gateway Sum</b>						<b>73,450</b>
	George Gateway	301 George St. S	72211	270	Shafiq's Taste of India	Food Services & Drinking Places	1,100
		309 George St. S	81219	290	Quinty the Tailor	Personal Care Services	350
		313 George St. S	54151	230	PC Help	Professional, Scientific & Technical Services	400
		337 George St. S	72211	270	South Pacific Chinese Restaurant	Food Services & Drinking Places	650
		355 George St. S	62139	250	Caravaggio Orthotic Therapy Clinic	Health Care & Social Services	1,550
		500 George St. S	44512	100	Open Video & Convenience	Convenience & Specialty Food Stores	2,700
		512 George St. S	72221	270	Halibut House Eatery	Food Services & Drinking Places	1,550
	<b>George Gateway Sum</b>						<b>8,300</b>
	Hunter Gateway	340 Armour Rd.	62121	250	Kawartha Orthodontics	Health Care & Social Services	9,100
		362 Burnham St.	44311	60	Earl McNabb Appliances	Home Electronics & Appliance Stores	1,700

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		106 Hunter St. E	53121	220	McConkey Real Estate Office	Insurance & Real Estate	1,150
		107 Hunter St. E	72221	270	Max Sushi	Food Services & Drinking Places	4,350
					Subway	Food Services & Drinking Places	3,600
			99999	300	Vacant	Vacant	3,600
		112 Hunter St. E	62121	250	Peterborough Dental Laboratory	Health Care & Social Services	850
		120 Hunter St. E	453999	190	Ashburnham Craft Supplies	Miscellaneous Retailers	1,650
		128 Hunter St. E	81231	290	East City Laundromat	Personal Care Services	1,300
		133 Hunter St. E	54121	230	Allied Associates Accountants	Professional, Scientific & Technical Services	600
		142 Hunter St. E	445110	90	IGA	Supermarkets & Grocery Stores	6,800
		147 Hunter St. E	446191	120	Helix Hearing Centre	Pharmacies & Personal Care Stores	3,900
		155 Hunter St. E	62133	250	Kimberly Smith and Associate	Health Care & Social Services	2,100
		180 Hunter St. E	62139	250	Peterborough Nephrology Office	Health Care & Social Services	1,050
		52 Hunter St. E	99999	300	Vacant (former Kawartha Cardiology Clinic)	Vacant	5,350
		53 Hunter St. E	62139	250	Family Foot Care Clinic	Health Care & Social Services	800
		55 Hunter St. E	72221	270	East City Coffee Shop	Food Services & Drinking Places	700
		57 Hunter St. E	45111	160	Hunter Street Saddling Shop	Sporting Goods, Hobby, Music & Book Stores	800
		59 Hunter St. E	44812	140	Harley	Clothing Stores	1,750
		60 Hunter St. E	62111	250	Kawartha Cardiology Clinic	Health Care & Social Services	3,800
		61 Hunter St. E	44812	140	Perfect Fit Dress Making	Clothing Stores	450
		63 Hunter St. E	45311	190	East City Flower Shop	Miscellaneous Retailers	1,850
		65 Hunter St. E	445110	90	Kelsey's Nutrition Centre	Supermarkets & Grocery Stores	900
		68 Hunter St. E	81211	290	Marty's Barber Shop	Personal Care Services	800

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		71 Hunter St. E	44611	120	Sullivan's Pharmacy	Pharmacies & Personal Care Stores	4,800
		72 Hunter St. E	72221	270	Tiny Teeny Tea Room	Food Services & Drinking Places	1,550
		73 Hunter St. E	44529	100	Fire House Gourmet	Convenience & Specialty Food Stores	4,550
		75 Hunter St. E	81211	290	Girlie Girls	Personal Care Services	4,550
		81 Hunter St. E	72221	270	Tim Horton's	Food Services & Drinking Places	2,350
		89 Hunter St. E	72211	270	Hunter Street Café	Food Services & Drinking Places	12,500
		93 Hunter St. E	72221	270	East City Fish and Chips	Food Services & Drinking Places	850
		95 Hunter St. E	81211	290	Heads of Hair	Personal Care Services	1,000
		97 Hunter St. E	44512	100	Mac's	Convenience & Specialty Food Stores	1,400
		99 Hunter St. E	53223	200	Video 99	Consumer Goods Rental	1,100
		406 Mark St.	44812	140	Hannamar's Bridal & Formal Wear	Clothing Stores	1,850
		388 Rogers St.	62134	250	Brassard Massage Therapy	Health Care & Social Services	1,000
	<b>Hunter Gateway Sum</b>						<b>96,450</b>
	McDonnel Gateway	322 McDonnel St.	44312	50	Benchmark Computers Inc	Computer & Software Stores	3,050
			44419	80	Independent Electrical Supplier	Specialized Building Materials & Garden Stores	3,050
					Osso Electric Supplies Inc	Specialized Building Materials & Garden Stores	3,050
			45399	190	Mister Beer U Brew & Wineries	Miscellaneous Retailers	3,050
			53223	200	Video King Superstore	Consumer Goods Rental	3,050
			81211	290	Master Hair Cutters	Personal Care Services	3,050
					Nails By Lin	Personal Care Services	3,050
		382 McDonnel St.	44512	100	Choi's Convenience	Convenience & Specialty Food Stores	1,450
		398 McDonnel St.	62134	250	Total Physiotherapy	Health Care & Social Services	1,750
			72211	270	Avienmore Restaurant	Food Services & Drinking Places	1,350

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		403 McDonnel St.	62131	250	Kawartha Family Chiropractic Clinic	Health Care & Social Services	1,350
					Pain Clinic	Health Care & Social Services	1,350
		403-B McDonnel St.	453999	190	Peterborough Pool and Patio	Miscellaneous Retailers	650
		440 McDonnel St.	44512	100	Mr. Convenience	Convenience & Specialty Food Stores	2,500
		443 Park St. N	54149	230	Colin Darling Design	Professional, Scientific & Technical Services	2,200
		459 Park St. N	45311	190	Hopkins Park Flowers and Decore	Miscellaneous Retailers	1,400
		531 Park St. N	45114	160	Ed's Music	Sporting Goods, Hobby, Music & Book Stores	1,000
		479 Reid St.	54121	230	Grant and Co Chartered Accountants	Professional, Scientific & Technical Services	2,300
		480 Reid St.	62134	250	Atlas Massage Therapy	Health Care & Social Services	2,700
		<b>McDonnel Gateway Sum</b>					<b>41,350</b>
	Park Gateway	2 Park St. N	44529	100	Sam's Italian Deli	Convenience & Specialty Food Stores	700
		239 Park St. N	44512	100	Jerry's Quik Check	Convenience & Specialty Food Stores	800
		24 Park St. N	45311	190	Peterborough Floral Company	Miscellaneous Retailers	650
		37 Park St. N	81149	280	Bob's Watch Repair and Jewellery Shop	Personal & Household Goods Repair & Maintenance	950
		6 Park St. N	62121	250	Dentistry	Health Care & Social Services	650
		53 Park St. N	72221	270	Drive through Tim Horton's	Food Services & Drinking Places	400
		19 Park St. S	81211	290	Gail's Hair Care	Personal Care Services	450
		27 Park St. S	52421	220	State Farm	Insurance & Real Estate	400
		280 Perry St.	442298	40	Hickory Lane Country Kitchens	Home Furnishings Stores	3,950
		297 Rink St.	71394	260	Rock and Rope climbing gym	Entertainment & Recreational Activities	2,000



District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		241 Rubidge St.	45299	180	Dale's Variety	Other General Merchandise Stores	2,350
	Park Gateway Sum						13,300
	Downtown Fringe	422 Braidwood Ave.	45311	190	Parkwood Florist	Miscellaneous Retailers	2,250
		598 Charlotte St.	44611	120	Westmont Pharmacy	Pharmacies & Personal Care Stores	800
			54121	230	Orbell, Howden & Norris Accountants	Professional, Scientific & Technical Services	2,200
			72221	270	Country Style/One Stop	Food Services & Drinking Places	3,600
			81211	290	The Hair Studio	Personal Care Services	1,650
		160 Dublin St.	81211	290	Affinity Hairstyling	Personal Care Services	850
		164 Edinbrough St.	81231	290	Laundry Mat	Personal Care Services	850
		10 Edwards St.	81141	280	Gatzey's T.V. Clinic	Personal & Household Goods Repair & Maintenance	2,200
		599 George St. N	44512	100	Mr. Convenience	Convenience & Specialty Food Stores	1,500
		601 George St. N	81141	280	Appliance Repair	Personal & Household Goods Repair & Maintenance	1,100
		641 George St. N	44529	100	Ritz Deli North	Convenience & Specialty Food Stores	1,600
		647 George St. N	81211	290	Emporium Hair Studio	Personal Care Services	1,650
		675 George St. N	81211	290	McDonald's Hair Studio	Personal Care Services	1,250
		682 George St. N	81211	290	Locks Salon and Spa	Personal Care Services	5,400
		705 George St. N	72211	270	Pizza Hut	Food Services & Drinking Places	1,700
		709 George St. N	45299	180	G & P Milk & Variety	Other General Merchandise Stores	1,400
		714 George St. N	44512	100	Mr. Convenience	Convenience & Specialty Food Stores	1,500
		500 Landsdowne St. W	44411	70	Home Depot	Home Centres & Hardware Stores	90,850
		550 Landsdowne St. W	44229	40	Kitchen Pros	Home Furnishings Stores	850
			45112	160	Gamblers Den	Sporting Goods, Hobby, Music & Book Stores	1,650
			52311	210	LLS Financial Services	Finance	850
			62131	250	AK Chiropractic	Health Care & Social Services	850
			62132	250	Peterborough Optometric	Health Care & Social Services	3,800

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			62139	250	Wellness Works	Health Care & Social Services	1,800
			81211	290	Escapes Hair	Personal Care Services	850
			81219	290	Weight Watchers	Personal Care Services	2,000
		25 Lansdowne St. W	45111	160	Peterborough Tack	Sporting Goods, Hobby, Music & Book Stores	1,600
			72221	270	Vienna Sandwiches	Food Services & Drinking Places	1,600
		27 Lansdowne St. W	444190	80	Harwood Kitchens	Specialized Building Materials & Garden Stores	1,250
		3 Lansdowne St. W	72221	270	Docker's Fish & Chips	Food Services & Drinking Places	1,300
		43 Lansdowne St. W	45311	190	McKnights Fine Flowers & Gif Shop	Miscellaneous Retailers	5,300
		51 Lansdowne St. W	44512	100	Neighbourhood Discount Milk Store	Convenience & Specialty Food Stores	1,250
		550 Lansdowne St. W	56151	240	Marlin Travel	Selected Office Administrative Services	1,000
			72221	270	Country Style	Food Services & Drinking Places	1,400
			81211	290	Eden Nails	Personal Care Services	600
			446191	120	Medichair	Pharmacies & Personal Care Stores	1,450
		6 Lansdowne St. W	44132	20	Currie Tire	Automotive	2,700
		88 Lansdowne St. W	52421	220	R.J. Brown Insurance	Insurance & Real Estate	2,150
		846 Lock St.	45299	180	Sam's Variety	Other General Merchandise Stores	1,100
		1032 Monaghan Rd.	44512	100	Mister Convenience	Convenience & Specialty Food Stores	1,300
		1054 Monaghan Rd.	52213	210	Kawartha Credit Union	Finance	2,350
			52392	210	Credital Financial Strategies	Finance	6,100
		100 Park St. S	62131	250	Chiropractic and Wellness	Health Care & Social Services	900
		101 Park St. S	44311	60	Kawartha TV and Stereo	Home Electronics & Appliance Stores	5,700
			44512	100	P & P Daily Mart	Convenience & Specialty Food Stores	2,000
		109 Park St. S	45321	190	Staples Business Depot	Miscellaneous Retailers	21,250
		188 Park St. S	81141	280	Kawartha T.V. Service	Personal & Household Goods Repair & Maintenance	5,250
		823 Park St. S	52211	210	RBC	Finance	2,200
		612 Water St.	45299	180	Battery Headquarters	Other General Merchandise Stores	650
		715 Water St.	81231	290	Wash-O-Mat On Water	Personal Care Services	1,550

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		724 Water St.	72211	270	The Original Greek	Food Services & Drinking Places	1,650
	Downtown Fringe Sum						208,600
	Centre Sum						1,544,150
North	Chemong Cluster	1002 Chemong Rd.	45211	170	Wal-Mart	Department Stores	133,550
		1050 Chemong Rd.	45299	180	Canadian Tire	Other General Merchandise Stores	75,350
		1063 Chemong Rd.	72221	270	Arby's	Food Services & Drinking Places	2,300
		1091 Chemong Rd.	44512	100	Reid's Dairy	Convenience & Specialty Food Stores	1,500
					Sunny's Convenience	Convenience & Specialty Food Stores	1,500
			44521	100	M&M Meat Shops	Convenience & Specialty Food Stores	1,500
			45399	190	Wines By You	Miscellaneous Retailers	1,500
			52211	210	TD Drive Through Bank	Finance	4,500
			52213	210	Kawartha Credit Union	Finance	3,500
			72221	270	Subway	Food Services & Drinking Places	1,400
					Tim Horton's	Food Services & Drinking Places	2,500
			81211	290	First Choice Haircutters	Personal Care Services	1,200
			81219	290	Herbal Magic	Personal Care Services	1,400
		1124 Chemong Rd.	72221	270	Wendy's Restaurant	Food Services & Drinking Places	3,400
		1154 Chemong Rd.	44311	60	Bell Mobility	Home Electronics & Appliance Stores	450
					TELUS	Home Electronics & Appliance Stores	1,150
					The Source by Circuit City	Home Electronics & Appliance Stores	1,850
			44312	50	EB Games	Computer & Software Stores	1,500
			44531	110	LCBO	Beer, Wine & Liquor Stores	4,250
					The Beer Store	Beer, Wine & Liquor Stores	0
			44611	120	Rexall Pharmacy Plus	Pharmacies & Personal Care Stores	10,200
			44613	120	Kawartha Optical	Pharmacies & Personal Care Stores	900
			44812	140	Braelyn's	Clothing Stores	900
					Chelsea	Clothing Stores	2,400
		Cleo			Clothing Stores	3,950	
		Cotton Gini			Clothing Stores	2,400	

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
					La Senza	Clothing Stores	1,800
					La Senza sale Centre	Clothing Stores	1,050
					Northern Reflections	Clothing Stores	1,600
					Ricky's/ Bootlegger	Clothing Stores	5,600
					Suzy Shier	Clothing Stores	2,100
			44813	140	Please Mum	Clothing Stores	1,650
			44814	140	Warehouse One	Clothing Stores	2,850
			44815	150	Ardene	Shoe, Clothing Accessories & Jewellery Stores	2,500
			44821	150	Athletes World	Shoe, Clothing Accessories & Jewellery Stores	3,600
					Payless Shoe Source	Shoe, Clothing Accessories & Jewellery Stores	2,550
			44831	150	Griffin Jewellery Design	Shoe, Clothing Accessories & Jewellery Stores	1,200
					Twain Diamond & Gold Centre	Shoe, Clothing Accessories & Jewellery Stores	650
			44832	150	Bentley	Shoe, Clothing Accessories & Jewellery Stores	950
			45114	160	Pauze and Sons Piano Co.	Sporting Goods, Hobby, Music & Book Stores	1,200
			45121	160	Smith Books	Sporting Goods, Hobby, Music & Book Stores	1,850
			45299	180	Discounts and Deals	Other General Merchandise Stores	3,000
			45321	190	(Future Staples Business Depot )	Miscellaneous Retailers	15,000
			45322	190	San Diego Gifts	Miscellaneous Retailers	1,100
			52211	210	BMO	Finance	3,650
					Scotia Bank	Finance	2,700
			71394	260	Gould's Gym Sales Office	Entertainment & Recreational Activities	2,200
			72221	270	The Gourmet Cup	Food Services & Drinking Places	450
			81149	280	Stitch it	Personal & Household Goods Repair & Maintenance	350
			81211	290	The Cut Above	Personal Care Services	1,000
					Weight Loss Centre	Personal Care Services	3,300
			99999	300	Vacant	Vacant	34,300
					Vacant	Vacant	700

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
					Vacant (former North Country Grill)	Vacant	650
					vacant (Future Gym)	Vacant	44,350
			445110	90	A&P	Supermarkets & Grocery Stores	39,450
			446191	120	GNC	Pharmacies & Personal Care Stores	1,200
			453999	190	Shefield & Son	Miscellaneous Retailers	300
		786 Chemong Rd.	72221	270	KFC	Food Services & Drinking Places	2,800
		803 Chemong Rd.	56151	240	Ostrander Cruise and Travel	Selected Office Administrative Services	1,100
		806 Chemong Rd.	44312	50	Mart's Computers	Computer & Software Stores	1,250
			44512	100	Chemong Variety	Convenience & Specialty Food Stores	2,800
			52211	210	RBC	Finance	3,650
			81211	290	Roni's Salon	Personal Care Services	1,200
		809 Chemong Rd.	44512	100	Brookdale Kwik Mart	Convenience & Specialty Food Stores	1,900
			52239	210	The Cash Store	Finance	1,100
			72211	270	Jeff Purvey's Seafood Restaurant & Tavern	Food Services & Drinking Places	2,300
					Starlight Dining Lounge	Food Services & Drinking Places	2,050
			72221	270	Mr. Sub	Food Services & Drinking Places	1,200
			99999	300	Vacant	Vacant	1,700
			446191	120	Popeye's Vitamins and Supplements	Pharmacies & Personal Care Stores	1,700
		811 Chemong Rd.	44613	120	Optical Outlet	Pharmacies & Personal Care Stores	1,700
			45311	190	The Flower Shop	Miscellaneous Retailers	1,100
		816 Chemong Rd.	72221	270	Little Caesars Pizza	Food Services & Drinking Places	1,100
		819 Chemong Rd.	45299	180	The Bargain Shop	Other General Merchandise Stores	13,800
		825 Chemong Rd.	442298	40	Hues in Glass	Home Furnishings Stores	4,000
		828 Chemong Rd.	72221	270	Country Style	Food Services & Drinking Places	2,000
					Diary Queen	Food Services & Drinking Places	2,000
		831 Chemong Rd.	81211	290	P & Q Nails	Personal Care Services	4,000
		833 Chemong Rd.	72211	270	Brookdale Restaurant	Food Services & Drinking Places	4,000

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		845 Chemong Rd.	71395	260	Peterborough Bowlerama	Entertainment & Recreational Activities	12,200
		858 Chemong Rd.	54111	230	H Grivin Devitt, Barristers and Solicitors	Professional, Scientific & Technical Services	1,750
		861 Chemong Rd.	72221	270	Gino's Pizza	Food Services & Drinking Places	1,700
		863 Chemong Rd.	45331	190	Salvation Army	Miscellaneous Retailers	4,000
			45391	190	Pet Value	Miscellaneous Retailers	3,000
		864 Chemong Rd.	44611	120	The Medicine Shoppe Pharmacy including Home Health Care	Pharmacies & Personal Care Stores	3,100
					Brides by Tara	Clothing Stores	3,250
					City Financial	Professional, Scientific & Technical Services	1,700
					Family Dentist	Health Care & Social Services	1,350
					Nails by Eden	Personal Care Services	650
						Palm Beach Mega Tan	2,400
						Paul Asta Salon	1,200
		865 Chemong Rd.	44611	120	Shoppers Drug Mart	Pharmacies & Personal Care Stores	9,200
		871 Chemong Rd.	44312	50	Game Power	Computer & Software Stores	1,100
			44413	70	Home Hardware	Home Centres & Hardware Stores	0
			44819	140	Forbidden Pleasures	Clothing Stores	2,500
			45299	180	Dollarama	Other General Merchandise Stores	5,850
			45311	190	Flowers By Kay	Miscellaneous Retailers	650
			45399	190	Kerry's Wine Cellar	Miscellaneous Retailers	1,700
			53223	200	Block Buster	Consumer Goods Rental	5,850
			54121	230	H&R Block	Professional, Scientific & Technical Services	2,500
			71394	260	Body & Soul Family Fitness	Entertainment & Recreational Activities	2,500
			72211	270	Puck and Pint	Food Services & Drinking Places	3,600
			81211	290	Magic Cuts	Personal Care Services	2,500
			99999	300	Vacant	Vacant	4,800
			453994	120	Bushel Basket	Pharmacies & Personal Care Stores	3,400
		501 Towerhill Rd.	99999	300	Future Development	Vacant	7,100
					Future Development 2	Vacant	7,500

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			445110	90	Sobey's	Supermarkets & Grocery Stores	40,000
	<b>Chemong Cluster Sum</b>						<b>645,400</b>
	Other North	552 Armour Rd.	45299	180	Jay's Variety	Other General Merchandise Stores	800
		688 Armour Rd.	45299	180	Quick Check Variety	Other General Merchandise Stores	850
		694 Armour Rd.	44512	100	Steve's Quick Chek	Convenience & Specialty Food Stores	2,750
		836 Armour Rd.	72211	270	Square Plate Family Restaurant	Food Services & Drinking Places	1,700
		880 Armour Rd.	44512	100	All in 1 Mart	Convenience & Specialty Food Stores	1,450
			53223	200	Got Movies Got Games	Consumer Goods Rental	1,200
			54111	230	Law Offices	Professional, Scientific & Technical Services	1,200
			62151	250	Dean Dental Lab	Health Care & Social Services	1,200
		304 Bellevue St.	62111	250	Brookdale Family Clinic	Health Care & Social Services	5,750
		718 George St. N	81211	290	Imagnu	Personal Care Services	3,200
		280 Leahy's Lane	44512	100	Total Convenience	Convenience & Specialty Food Stores	1,700
		180 Marina Blvd.	72221	270	Northcrest Pizza Villa	Food Services & Drinking Places	700
			81211	290	Fashion Nails By KK Nail Company	Personal Care Services	350
		182 Marina Blvd.	81211	290	Julie's Image Salon	Personal Care Services	700
		184 Marina Blvd.	44512	100	Mister Convenience	Convenience & Specialty Food Stores	2,700
			45111	160	Reaction Sports Wear	Sporting Goods, Hobby, Music & Book Stores	2,350
					TNT Lacrosse	Sporting Goods, Hobby, Music & Book Stores	1,200
			45331	190	Humain Society Clothing Store	Miscellaneous Retailers	900
			52392	210	John Harris Financial and Real Estate Planning	Finance	350
			52421	220	Brian Mulligam Insurance Agent	Insurance & Real Estate	1,200
			53121	220	Flat Fee Reality Inc.	Insurance & Real Estate	2,350
			53231	200	Jack in the Box	Consumer Goods Rental	950
			54121	230	Accountants	Professional, Scientific & Technical Services	3,550

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			71394	260	NU Bodies Gym	Entertainment & Recreational Activities	14,600
			81211	290	The New Yorker Men's Hair Salon	Personal Care Services	1,200
			99999	300	Pharmacy	Vacant	5,500
		116 Parkhill Rd. E	44312	50	JINX Consulting and Computer Sales	Computer & Software Stores	1,500
			72221	270	Domino's Pizza	Food Services & Drinking Places	1,500
			81211	290	Alicia's Hair Salon	Personal Care Services	2,400
			99999	300	Vacant	Vacant	1,500
		280 Parkhill Rd. E	44512	100	Total Convenience	Convenience & Specialty Food Stores	2,100
		370 Parkhill Rd. E	44413	70	ALF Curtis Home Improvement	Home Centres & Hardware Stores	10,950
		119 Parkhill Rd. W	72221	270	Al's Pizza	Food Services & Drinking Places	1,050
					Yees Garden Chinese Foods -	Food Services & Drinking Places	1,050
		140 Parkhill Rd. W	72221	270	241 Pizza	Food Services & Drinking Places	1,050
					Subway	Food Services & Drinking Places	850
		2604 Television Rd.	44422	80	Burkery's Gardening	Specialized Building Materials & Garden Stores	750
		Trent University Campus	45121	160	Trent University Bookstore	Sporting Goods, Hobby, Music & Book Stores	5,000
		1123 Water St.	44512	100	Mac's Milk	Convenience & Specialty Food Stores	1,750
			44529	100	Pyes Buns and Deli	Convenience & Specialty Food Stores	1,400
			71399	260	Adventure Divers	Entertainment & Recreational Activities	1,050
			81211	290	Chez Liz Hair and Skin Care	Personal Care Services	850
			81232	290	Windson's Drycleaners	Personal Care Services	650
			99999	300	Vacant	Vacant	1,850
		1447 Water St.	45331	190	Recollections	Miscellaneous Retailers	1,000
		1527 Water St.	72221	270	Tim Horton's	Food Services & Drinking Places	2,300
		904 Water St.	81211	290	Jo Anne's Place	Personal Care Services	1,050



District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
	Other North Sum						102,000
North Sum							747,400
East	Willowcreek Cluster	705 Ashburnham Dr.	72221	270	Wendy's Restaurant	Food Services & Drinking Places	2,600
		721 Ashburnham Dr.	72221	270	Tim Horton's	Food Services & Drinking Places	2,600
		116 Lansdowne St. E	72211	270	Carousel Casual Family Dining	Food Services & Drinking Places	5,000
		147 Lansdowne St. E	44229	40	Hendrix Kitchen Supply	Home Furnishings Stores	3,950
			44413	70	TSC The Incredible Country Hardware Store	Home Centres & Hardware Stores	20,000
		150 Lansdowne St. E	81211	290	Fandango Salon & Spa	Personal Care Services	750
			99999	300	Vacant (Former Grill & Beverage Co.)	Vacant	7,200
		154 Lansdowne St. E	72221	270	Diary Queen	Food Services & Drinking Places	2,500
		163 Lansdowne St. E	71399	260	OTONABEE Live Bait	Entertainment & Recreational Activities	150
		169 Lansdowne St. E	53139	220	Model Home Sales Office	Insurance & Real Estate	2,400
			54133	230	Consulting Engineers	Professional, Scientific & Technical Services	2,400
			99999	300	Vacant	Vacant	2,400
		172 Lansdowne St. E	44521	100	Franz's Butcher and Deli	Convenience & Specialty Food Stores	4,000
			72211	270	Porch and Pint Restaurant	Food Services & Drinking Places	4,000
			99999	300	Vacant	Vacant	1,200
		183 Lansdowne St. E	81232	290	Kent Cleaners	Personal Care Services	2,100
		186 Lansdowne St. E	72211	270	Stock Yard Restaurant	Food Services & Drinking Places	5,200
		196 Lansdowne St. E	44512	100	Mac's Milk	Convenience & Specialty Food Stores	2,300
		198 Lansdowne St. E	52211	210	RBC Bank	Finance	2,500
		203 Lansdowne St. E	44821	150	Nelson's Western Boots	Shoe, Clothing Accessories & Jewellery Stores	550
		204 Lansdowne St. E	81143	280	Greg & Family Shoe Repair	Personal & Household Goods Repair & Maintenance	650
		210 Lansdowne St. E	81142	280	Rest Well Upholstering	Personal & Household Goods Repair & Maintenance	5,450
		309 Lansdowne St. E	44411	70	Tim-Br Mart	Home Centres & Hardware Stores	10,300

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		333 Lansdowne St. E	44413	70	Humbler	Home Centres & Hardware Stores	1,050
		400 Lansdowne St. E	44529	100	Main Ingredient	Convenience & Specialty Food Stores	1,600
			44531	110	LCBO	Beer, Wine & Liquor Stores	8,200
			44612	120	BOS Beauty Supply	Pharmacies & Personal Care Stores	1,750
			44812	140	Pennington's	Clothing Stores	5,500
			45299	180	Shoppers Discount	Other General Merchandise Stores	3,000
			45331	190	Recycled Kids	Miscellaneous Retailers	1,100
			72221	270	McDonalds	Food Services & Drinking Places	2,950
					Subway	Food Services & Drinking Places	1,650
			445110	90	Independent	Supermarkets & Grocery Stores	40,350
	<b>Willowcreek Cluster Sum</b>						<b>157,350</b>
	Other East	2695 Marsdale Dr.	44512	100	Mr. Convenience	Convenience & Specialty Food Stores	3,900
			53223	200	Video 99	Consumer Goods Rental	1,600
					Central Business Liquidators	Miscellaneous Retailers	5,200
		568 Neal Dr.	45331	190			
		585 Neal Dr.	444190	80	FCI Windows	Specialized Building Materials & Garden Stores	2,400
		600 Neal Dr.	444190	80	Cabinetree	Specialized Building Materials & Garden Stores	11,200
		603 Neal Dr.	44211	30	Kevin's Home Products	Furniture Stores	1,750
		647 Neal Dr.	54184	230	Wow Wee Entertainment	Professional, Scientific & Technical Services	2,000
		700 Neal Dr.	444190	80	Westburne Ruddy Electric	Specialized Building Materials & Garden Stores	2,850
		799 O'Brien Dr.	54133	230	Sussex Engineering	Professional, Scientific & Technical Services	1,700
		799 O'Brien Dr.	45113	160	Embroidery Plus	Sporting Goods, Hobby, Music & Book Stores	1,700
			54194	230	Animal Hospital	Professional, Scientific & Technical Services	1,700
			81111	280	General Transmission inc	Personal & Household Goods Repair & Maintenance	150
			99999	300	Vacant	Vacant	5,100
			453999	190	Ultimate Skateboard Distributors	Miscellaneous Retailers	3,450
		546 River Rd. S	44512	100	Mr. Convenience	Convenience & Specialty Food Stores	2,100
		552 River Rd. S	81211	290	Hair Fashions	Personal Care Services	750

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
	Other East Sum						47,550
East Sum							204,900
West	Lansdowne/ Parkway Cluster	780 Clonsilla Ave.	52211	210	Scotia Bank	Finance	5,600
		839 Clonsilla Ave.	44211	30	The Mattress & Bed Co. Ltd.	Furniture Stores	2,650
		943 Clonsilla Ave.	99999	300	Vacant (Former Ronald's Draperies)	Vacant	1,400
		700 Consilla Ave.	44211	30	Bennett's Home Furniture	Furniture Stores	20,000
		747 Erskine	44419	80	Canada Fastenal	Specialized Building Materials & Garden Stores	5,900
		753 Erskine	44312	50	MicroAge	Computer & Software Stores	3,250
		799 Erskine	44221	40	Better Carpet	Home Furnishings Stores	6,700
			45321	190	All Office Machines	Miscellaneous Retailers	5,950
			52421	220	Wilken & Butler Insurance	Insurance & Real Estate	1,700
		815 High St.	45322	190	Browsers Paradise	Miscellaneous Retailers	1,250
			52211	210	HSBC Finance	Finance	1,400
			62132	250	Master Opticians	Health Care & Social Services	1,150
			62134	250	Active Living & Physiotherapy Centre	Health Care & Social Services	950
			62139	250	Dialysis Management Clinics	Health Care & Social Services	950
			72221	270	Subway	Food Services & Drinking Places	700
			81211	290	Studio 99 Spa	Personal Care Services	3,050
					Styles on High	Personal Care Services	1,050
			81219	290	Golden Glow	Personal Care Services	1,500
			99999	300	Vacant	Vacant	4,400
			453999	190	Water Depot	Miscellaneous Retailers	1,600
		918 High St.	45321	190	Office Connection	Miscellaneous Retailers	1,650
		1000 Lansdowne St.	72211	270	The Pizza Factory	Food Services & Drinking Places	2,600

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		W					
		1040 Lansdowne St. W	44611	120	Pharmasave	Pharmacies & Personal Care Stores	4,000
			72211	270	Joey's Only Seafood Restaurant	Food Services & Drinking Places	2,150
			72221	270	Harvey's	Food Services & Drinking Places	2,250
		1080-1096 Lansdowne St. W	44211	30	Sleep Country	Furniture Stores	4,050
			44512	100	Reid's Diary	Convenience & Specialty Food Stores	2,350
			44521	100	M&M Meat Shops	Convenience & Specialty Food Stores	1,750
			44811	140	Moore's	Clothing Stores	5,800
			45391	190	Pet-A- Rama	Miscellaneous Retailers	4,450
			52211	210	TD & Canada Trust	Finance	3,450
			52239	210	Citi Financial	Finance	3,500
			53223	200	Block Buster	Consumer Goods Rental	4,350
			72211	270	Picadily Restaurant	Food Services & Drinking Places	3,700
			81211	290	First Choice Hair Cutters	Personal Care Services	1,850
		1101 Lansdowne St. W	44311	60	Future Shop	Home Electronics & Appliance Stores	17,200
			45331	190	Value Village	Miscellaneous Retailers	10,450
		1135 Lansdowne St. W	44311	60	Peterborough Vacuum	Home Electronics & Appliance Stores	1,050
			44814	140	Marksworx Wearhouse	Clothing Stores	14,800
			44821	150	Cheslers Healthwalk Shoes	Shoe, Clothing Accessories & Jewellery Stores	2,850
			45331	190	Play-It-Again Sports	Miscellaneous Retailers	3,150
			52392	210	Investment Planning Counsel	Finance	2,750
			52421	220	Co-Operators	Insurance & Real Estate	1,600
			53221	200	Rent-to-Own Rental City	Consumer Goods Rental	4,100
			56151	240	CruiseShipCentres	Selected Office Administrative Services	1,350
			62134	250	Kawartha Physiotherapy & Sports Injuries Clinics	Health Care & Social Services	2,400

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			72221	270	Kelly's Café	Food Services & Drinking Places	1,700
			81211	290	Imperial Nails	Personal Care Services	1,150
					Magic Cuts	Personal Care Services	1,600
			81219	290	Palm Beach Mega Tan	Personal Care Services	2,750
					Results for Women	Personal Care Services	3,500
			99999	300	Vacant	Vacant	3,100
					Vacant (Former Results)	Vacant	4,150
		1140 Lansdowne St. W	72221	270	Tim Horton's	Food Services & Drinking Places	2,750
		1144 Lansdowne St. W	445110	90	Sobey's	Supermarkets & Grocery Stores	48,500
		1165 Lansdowne St. W	72221	270	Arbys	Food Services & Drinking Places	2,900
		1200 Lansdowne St. W	44211	30	The Brick	Furniture Stores	29,550
			45299	180	Canadian Tire	Other General Merchandise Stores	95,850
			45391	190	Pet Value	Miscellaneous Retailers	2,900
			72211	270	Daisy Chinese Buffet	Food Services & Drinking Places	2,500
		1209 Lansdowne St. W	72211	270	Kelsey's	Food Services & Drinking Places	6,550
		1230 Lansdowne St. W	44211	30	United Furniture Warehouse	Furniture Stores	10,000
			44221	40	Floortrends	Home Furnishings Stores	2,950
			45399	190	Peterborough Liquidators	Miscellaneous Retailers	2,950
		595 Lansdowne St. W	72221	270	KFC	Food Services & Drinking Places	1,850
					Taco Bell	Food Services & Drinking Places	1,850
		645 Lansdowne St. W	44311	60	Bell	Home Electronics & Appliance Stores	700
					Roger's Wireless	Home Electronics & Appliance Stores	200
					The Source by Circuit City	Home Electronics & Appliance Stores	1,700
					Wireless Wave	Home Electronics & Appliance Stores	400
			44312	50	EB Games	Computer & Software Stores	1,100
			44313	60	Black's	Home Electronics & Appliance Stores	800
			44612	120	Body Shop	Pharmacies & Personal Care Stores	1,600

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			44811	140	Tip Top Tailors	Clothing Stores	3,400
			44812	140	La Senza Express	Clothing Stores	1,750
					Smart Set	Clothing Stores	2,000
					Stefi Laura	Clothing Stores	1,300
					Suzy Shier	Clothing Stores	2,300
					Tabi	Clothing Stores	1,000
			44813	140	La Senza Girl	Clothing Stores	1,500
			44814	140	Bluenotes	Clothing Stores	2,500
					Garage	Clothing Stores	3,500
					Jean Machine	Clothing Stores	1,450
					Le Chateau	Clothing Stores	2,900
					Northern Reflections	Clothing Stores	2,000
					Randy River	Clothing Stores	1,400
					Ricki's	Clothing Stores	2,900
					Stitches	Clothing Stores	2,350
					West 49	Clothing Stores	2,000
			44815	150	Ardene	Shoe, Clothing Accessories & Jewellery Stores	700
					Claire's	Shoe, Clothing Accessories & Jewellery Stores	1,100
					Xcetera	Shoe, Clothing Accessories & Jewellery Stores	1,700
			44821	150	Foot Locker	Shoe, Clothing Accessories & Jewellery Stores	2,600
					Grady's Feet Essentials	Shoe, Clothing Accessories & Jewellery Stores	1,200
					Spring	Shoe, Clothing Accessories & Jewellery Stores	2,500
			44831	150	Contesis Jewellers	Shoe, Clothing Accessories & Jewellery Stores	1,000
					People's Jewellers	Shoe, Clothing Accessories & Jewellery Stores	1,700
					Twain Golf and Diamond Centre	Shoe, Clothing Accessories & Jewellery Stores	700
			44832	150	Bentley	Shoe, Clothing Accessories & Jewellery Stores	900
			45111	160	Sports Chek	Sporting Goods, Hobby, Music & Book Stores	17,650
			45114	160	MusicWorld	Sporting Goods, Hobby, Music & Book Stores	2,300
			45211	170	Sears	Department Stores	99,350
			45322	190	Carlton Cards	Miscellaneous Retailers	1,400

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
					Hallmark	Miscellaneous Retailers	1,150
			52211	210	Bank of Montreal	Finance	3,500
			52213	210	Kawartha Credit Union	Finance	2,400
			56151	240	TravelPlus	Selected Office Administrative Services	700
			62132	250	Nelms Opticians	Health Care & Social Services	1,100
			72221	270	Bento Box	Food Services & Drinking Places	400
					Cultures	Food Services & Drinking Places	1,300
					McDonald's	Food Services & Drinking Places	950
					New York Fries	Food Services & Drinking Places	300
					Sizzling Wok	Food Services & Drinking Places	700
					Subway	Food Services & Drinking Places	500
					Tim Horton's	Food Services & Drinking Places	600
			81149	280	Keyman	Personal & Household Goods Repair & Maintenance	800
			81211	290	Chatter's Salon	Personal Care Services	1,300
					The Cut Above	Personal Care Services	1,100
			81219	290	Stitch It	Personal Care Services	500
			445110	90	Loblaw	Supermarkets & Grocery Stores	63,000
			445292	100	Laura Secord	Convenience & Specialty Food Stores	500
			446191	120	Nutrition House	Pharmacies & Personal Care Stores	700
			453999	190	Smoker's Den	Miscellaneous Retailers	400
		717 Lansdowne St. W	72221	270	Dairy Queen & Orange Julius	Food Services & Drinking Places	1,350
		724 Lansdowne St. W	72211	270	Shoeless Joe's	Food Services & Drinking Places	4,650
		738 Lansdowne St. W	81211	290	Euphoria Spa	Personal Care Services	8,000
		745 Lansdowne St. W	44529	100	Bulk Barn	Convenience & Specialty Food Stores	5,800
			44611	120	Shoppers Drug Mart	Pharmacies & Personal Care Stores	9,250
			45391	190	Paulmac's Pet Food	Miscellaneous Retailers	2,250
			81219	290	Truestar (for Women)	Personal Care Services	1,500
			99999	300	Vacant	Vacant	6,050

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			446191	120	Shoppers Home Health Care	Pharmacies & Personal Care Stores	6,000
		746 Lansdowne St. W	44311	60	Bell World	Home Electronics & Appliance Stores	3,550
		750 Lansdowne St. W	72221	270	Burger King	Food Services & Drinking Places	4,350
		754 Lansdowne St. W	445110	90	Farm Boy	Supermarkets & Grocery Stores	10,800
		816 Lansdowne St. W	99999	300	Vacant (former White's Beauty Salon)	Vacant	950
		836 Lansdowne St. W	72221	270	Mr. Sub	Food Services & Drinking Places	1,400
		850 Lansdowne St. W	72221	270	Dominos	Food Services & Drinking Places	1,300
			442298	40	Lighting Interiors & More	Home Furnishings Stores	3,550
		861 Lansdowne St. W	45299	180	Rural Routes Peterboro Co-Op	Other General Merchandise Stores	13,700
		870 Lansdowne St. W	72211	270	Red Lobster	Food Services & Drinking Places	6,250
		873 Lansdowne St. W	45121	160	Chapters	Sporting Goods, Hobby, Music & Book Stores	18,050
		879 Lansdowne St. W	44531	110	LCBO	Beer, Wine & Liquor Stores	11,250
		885 Lansdowne St. W	81231	290	Graingers Cleaners	Personal Care Services	4,900
		901 Lansdowne St. W	44312	50	United Computer Superstores	Computer & Software Stores	2,450
			45391	190	Animalia	Miscellaneous Retailers	2,350
			72211	270	Jake's Eatery & Beverage	Food Services & Drinking Places	5,250
					Pizza Hut	Food Services & Drinking Places	3,250
		908 Lansdowne St. W	72221	270	Baskin Robbins	Food Services & Drinking Places	450
					Pizza Nova	Food Services & Drinking Places	750
		933 Lansdowne St. W	54151	230	CVF Data Systems	Professional, Scientific & Technical Services	1,250
			72211	270	A Taste of Russia	Food Services & Drinking Places	1,200
					East Side Mario's	Food Services & Drinking Places	6,200
					Swiss Chalet	Food Services & Drinking Places	7,900
		947 Lansdowne St. W	52239	210	Cash Money	Finance	2,250
			62411	250	Play & Learn	Health Care & Social Services	4,450
			72221	270	A&W	Food Services & Drinking Places	1,600
		950 Lansdowne St. W	44229	40	Home Sense	Home Furnishings Stores	17,500



District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			44311	60	Telus	Home Electronics & Appliance Stores	1,550
					The Source by Circuit City	Home Electronics & Appliance Stores	2,050
			44312	50	EB Games	Computer & Software Stores	1,750
			44812	140	Reitmans	Clothing Stores	4,850
			44814	140	Winners	Clothing Stores	27,500
			44821	150	The Shoe Company	Shoe, Clothing Accessories & Jewellery Stores	3,350
			45111	160	Sport Mart	Sporting Goods, Hobby, Music & Book Stores	7,950
			45211	170	Zellers	Department Stores	115,750
			45299	180	Dollarama	Other General Merchandise Stores	9,800
			52311	210	Clarica	Finance	6,650
			54121	230	H&R Block	Professional, Scientific & Technical Services	1,650
			72211	270	Montanas	Food Services & Drinking Places	4,650
			72221	270	McDonald's	Food Services & Drinking Places	5,350
			445110	90	Price Chopper	Supermarkets & Grocery Stores	43,550
		961 Lansdowne St. W	72221	270	Wendy's	Food Services & Drinking Places	3,650
		999 Lansdowne St. W	44814	140	Leisurewear Factory Outlet	Clothing Stores	3,200
			45113	160	The Imprinted Apparel Store	Sporting Goods, Hobby, Music & Book Stores	2,800
			45321	190	The Discount Office Supply Store	Miscellaneous Retailers	5,000
			45399	190	Vintner's Cellar	Miscellaneous Retailers	1,750
			52239	210	Money Mart	Finance	800
			52311	210	Seabrooke Financial	Finance	1,000
			62139	250	Seamless Care - Drug Therapy	Health Care & Social Services	1,850
			99999	300	Vacant	Vacant	1,800
			444190	80	Fersina Windows	Specialized Building Materials & Garden Stores	1,550
					Kitchen Cabinet Solutions	Specialized Building Materials & Garden Stores	2,850
			453999	190	Sign-A-Rama	Miscellaneous Retailers	2,250
		825 Monaghan Rd.	52211	210	CIBC	Finance	3,750

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		830 Monaghan Rd.	45399	190	Vin Bon	Miscellaneous Retailers	1,300
			52211	210	TD & Canada Trust	Finance	8,250
		898 Monaghan Rd.	44131	20	PartSource	Automotive	7,850
			44413	70	Rona	Home Centres & Hardware Stores	41,000
			44531	110	The Beer Store	Beer, Wine & Liquor Stores	6,000
			45299	180	XS Cargo	Other General Merchandise Stores	9,000
			53223	200	Roger's Video	Consumer Goods Rental	4,800
			72221	270	Tim Horton's	Food Services & Drinking Places	2,600
			453999	190	Michaels	Miscellaneous Retailers	22,700
		810 Rye St.	44131	20	Vision Glass	Automotive	800
		821-827 Rye St.	44211	30	JYSK (Bed-Bath-Home)	Furniture Stores	16,250
			44229	40	Home Outfitters	Home Furnishings Stores	25,300
			72211	270	Boston Pizza	Food Services & Drinking Places	5,200
			72221	270	Starbucks Coffee	Food Services & Drinking Places	1,550
		822 Rye St.	44131	20	Benson Autoparts	Automotive	3,500
			45399	190	Wine & Beer Brew Kettle	Miscellaneous Retailers	2,300
		765 The Kingsway	444190	80	Prestige Windows, Doors, Sunrooms	Specialized Building Materials & Garden Stores	8,500
		768 The Kingsway	44229	40	Steve's Woodworks	Home Furnishings Stores	2,100
		785 The Kingsway	44132	20	Benson Tire	Automotive	300
		871 Webber Ave.	44211	30	The Mattress & Bed Co. Ltd.	Furniture Stores	4,200
			444190	80	Overhead Door	Specialized Building Materials & Garden Stores	2,000
		881 Webber Ave.	44131	20	Class A Automotive	Automotive	300
		<b>Lansdowne/ Parkway Cluster Sum</b>					<b>1,293,450</b>
	Kawartha/ Mapleridge Cluster	1460 Lansdowne St. W	44411	70	Home Hardware Building Centre	Home Centres & Hardware Stores	11,500
					Allstate	Insurance & Real Estate	1,650

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		W					
			54121	230	B.J.G Corporate & Personal Accounting	Professional, Scientific & Technical Services	900
			62121	250	Black Diamond Dental Clinic	Health Care & Social Services	2,450
			72221	270	Pho MiMi	Food Services & Drinking Places	1,450
					Subway	Food Services & Drinking Places	1,850
			81149	280	First Stitch Clothing Alterations	Personal & Household Goods Repair & Maintenance	900
		1550 Lansdowne St. W	44422	80	Hortner's Garden Centre	Specialized Building Materials & Garden Stores	6,950
			45391	190	Paulmac's Pet Food	Miscellaneous Retailers	3,900
			72221	270	Country Style Donuts	Food Services & Drinking Places	2,150
			99999	300	Vacant (former White Rose)	Vacant	16,250
		1600 Lansdowne St. W	44512	100	Daisy Mart	Convenience & Specialty Food Stores	2,300
			52421	220	State Farm Insurance (Erin J. Cull)	Insurance & Real Estate	1,250
					Wawanesa Insurance	Insurance & Real Estate	750
			62132	250	Optometrist Dr. G.T. Benson	Health Care & Social Services	2,450
			62411	250	The Learning Centre	Health Care & Social Services	1,000
			81211	290	Katrina Hair Studio	Personal Care Services	1,250
			81219	290	Curves for Women	Personal Care Services	1,350
					Herbal Magic	Personal Care Services	1,200
			81232	290	Windsor's Dry Cleaning	Personal Care Services	650
			99999	300	Vacant	Vacant	1,000
		1731 Lansdowne St. W	44211	30	Leon's	Furniture Stores	28,000
		1743-1755 Lansdowne St. W	52311	210	Investor's Group	Finance	8,400

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		1743-1756 Lansdowne St. W	52421	220	Co-Operators	Insurance & Real Estate	4,450
		1743-1757 Lansdowne St. W	99999	300	Vacant	Vacant	2,650
		1837 Lansdowne St. W	44211	30	The Comfort Zone (Beds)	Furniture Stores	2,350
			44311	60	Quan TV Appliances	Home Electronics & Appliance Stores	3,150
			44512	100	Convenience	Convenience & Specialty Food Stores	2,150
			44521	100	Maggie's Meat Market	Convenience & Specialty Food Stores	1,850
			45111	160	Elite Performance Wear	Sporting Goods, Hobby, Music & Book Stores	1,650
			45114	160	Sound Pro (Music)	Sporting Goods, Hobby, Music & Book Stores	1,150
			53223	200	Video 99	Consumer Goods Rental	2,400
			56151	240	Letz Travel & Cruise	Selected Office Administrative Services	1,150
			72221	270	Alba Pizzeria	Food Services & Drinking Places	1,150
			81211	290	Master Hair Cutters	Personal Care Services	1,150
			81231	290	Laundromat	Personal Care Services	1,150
			99999	300	Vacant	Vacant	5,800
			444190	80	Buchanan Kitchen & Bath	Specialized Building Materials & Garden Stores	1,350
		1840-1880 Lansdowne St. W	44612	120	Shoppers Drug Mart	Pharmacies & Personal Care Stores	8,800
			45299	180	Wacky Wizard	Other General Merchandise Stores	1,750
			52211	210	Well's Fargo Financial	Finance	900
			52421	220	Pilot Insurance	Insurance & Real Estate	2,750
			53121	220	Exit Realty Liftlock	Insurance & Real Estate	3,600
			56131	240	is2 Staffing Services	Selected Office Administrative Services	900
			62131	250	Westside Chiropractic	Health Care & Social Services	900
			62149	250	Omni Helath Care	Health Care & Social Services	4,900
			72211	270	Bamboo Restaurant	Food Services & Drinking Places	2,200
			81211	290	Glenda's Place	Personal Care Services	900
			81219	290	Herbal One	Personal Care Services	900
			99999	300	Vacant	Vacant	10,150

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
			445110	90	No Frills	Supermarkets & Grocery Stores	24,700
	Kawartha/ Mapleridge Cluster Sum						196,450
	Other West	849 Alexander Crt.	44611	120	Alexander Court Pharmacy	Pharmacies & Personal Care Stores	600
		620 Cameron Place	453999	190	Culligan	Miscellaneous Retailers	1,200
		634 Chamberlain St.	45299	180	Kent Variety	Other General Merchandise Stores	1,000
		707 Charlotte St.	44611	120	Medical Centre Pharmacy	Pharmacies & Personal Care Stores	1,650
		1019 Clonsilla Ave.	71329	260	Kawartha Club Bingo	Entertainment & Recreational Activities	18,150
		1079 Clonsilla Ave.	44512	100	Mac's	Convenience & Specialty Food Stores	2,450
			53223	200	Video 99	Consumer Goods Rental	1,050
			72221	270	Little Caesars Pizza	Food Services & Drinking Places	850
		1090 Clonsilla Ave.	72211	270	The Spaghetti House & Pizzeria	Food Services & Drinking Places	4,000
		871 Crawford Dr.	44422	80	Johnston's Garden Centre	Specialized Building Materials & Garden Stores	1,850
		677 Crown Dr.	44132	20	Tirecraft	Automotive	4,400
		722 Harper Rd.	442298	40	Bath Reflections	Home Furnishings Stores	3,500
		1017 Monaghan Rd.	72221	270	Monaghan Café	Food Services & Drinking Places	2,150
		1041 Monaghan Rd.	44311	60	Bowen's Appliance	Home Electronics & Appliance Stores	1,450
		582 Monaghan Rd.	44512	100	Discount Mini Mart	Convenience & Specialty Food Stores	1,250
		588 Monaghan Rd.	45392	190	Nancy's Art & Frame Gallery	Miscellaneous Retailers	1,350
		590 Monaghan Rd.	72221	270	Fifties Good Times Café	Food Services & Drinking Places	1,750
			81211	290	Precision Cuts	Personal Care Services	300
		593 Monaghan Rd.	72211	270	Restaurant	Food Services & Drinking Places	1,850
			99999	300	Vacant	Vacant	750
		597 Monaghan Rd.	81291	290	Pet Pal's	Personal Care Services	1,200
		655 Monaghan Rd.	99999	300	Vacant (Keith's Barber Shop)	Vacant	900

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		695 Monaghan Rd.	45299	180	Al's Variety	Other General Merchandise Stores	1,200
		775 Monaghan Rd.	62111	250	Scott Clinic Physicians	Health Care & Social Services	4,500
		781 Monaghan Rd.	81232	290	Ferguson Cleaners	Personal Care Services	2,150
		608 Orpington Rd.	44512	100	Mister Convenience	Convenience & Specialty Food Stores	1,800
		733 Park St. S	53223	200	Choi Video & Convenience	Consumer Goods Rental	1,700
			72211	270	Matsu Sushi	Food Services & Drinking Places	1,200
		757 Park St. S	45299	180	Parklane Variety	Other General Merchandise Stores	1,850
		769 Park St. S	44611	120	I.D.A	Pharmacies & Personal Care Stores	2,600
		1140 Parkhill Rd. W	81291	290	Jackson Creek Pet Services	Personal Care Services	1,400
		653 Parkhill Rd. W	453999	190	Jackson Park Convenience	Miscellaneous Retailers	2,450
		655 Parkhill Rd. W	44512	100	R&C Cards & Collectables	Convenience & Specialty Food Stores	1,400
			62111	250	Dr. Louis Diamandakas & Associates	Health Care & Social Services	1,650
			81211	290	Hair Styling	Personal Care Services	900
					The Cut & Curl Salon	Personal Care Services	900
			81232	290	Windsor's Drycleaning Centre	Personal Care Services	950
		891 Parkhill Rd. W	45299	180	Parkville Variety	Other General Merchandise Stores	1,050
		687 Rye St.	56174	240	Cruikshank Cleaning Contractor	Selected Office Administrative Services	6,050
		705 Rye St.	442298	40	Finesse Furniture Finishing	Home Furnishings Stores	2,350
		711 Rye St.	44131	20	AutoGraphics	Automotive	2,000
		721 Rye St.	81121	280	Kawartha Surgical Instrument Repair Inc.	Personal & Household Goods Repair & Maintenance	1,700
			442298	40	D&K Upholstery	Home Furnishings Stores	1,700
		728 Rye St.	44131	20	Liftlock City Freightliner	Automotive	500
		731 Rye St.	444190	80	Norm's Cash & Carry (Plumbing)	Specialized Building Materials & Garden Stores	5,800

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total
		774 Rye St.	44131	20	NAPA Autoparts	Automotive	1,500
		794 Rye St.	44131	20	Carquest Auto Parts Ltd.	Automotive	2,000
		1625 Sherbrooke St.	44512	100	Mac's	Convenience & Specialty Food Stores	2,600
			52421	220	State Farm Insurance	Insurance & Real Estate	1,250
			62121	250	Dentistry on Sherbrooke	Health Care & Social Services	3,300
			99999	300	Vacant	Vacant	4,900
		760 Sherbrooke St.	445110	90	IGA	Supermarkets & Grocery Stores	10,300
		1789 Stenson Blvd.	44121	20	BRP Envinrude Johnson	Automotive	1,250
			44512	100	Peter's Convenience	Convenience & Specialty Food Stores	2,650
			52211	210	HSBC Finance	Finance	1,250
			54194	230	Brealy Drive Animal Clinic	Professional, Scientific & Technical Services	2,200
			72221	270	Fish & Chips	Food Services & Drinking Places	1,250
			81211	290	Blisstek (Haircare)	Personal Care Services	1,300
			81219	290	Tropical Tans	Personal Care Services	1,250
		697 The Kingsway	446191	120	Medigas	Pharmacies & Personal Care Stores	3,100
		711 The Kingsway	444190	80	Brafasco	Specialized Building Materials & Garden Stores	4,100
		715 The Kingsway	44132	20	Fisher Tire Ltd.	Automotive	1,050
		720 The Kingsway	54194	230	Peterborough Veterinary Services	Professional, Scientific & Technical Services	4,350
		494 The Parkway	44211	30	Dave's At Work Office Furniture	Furniture Stores	8,600
			71394	260	Karate	Entertainment & Recreational Activities	2,350
		610 The Parkway	444190	80	Berardi Bros Plumbing	Specialized Building Materials & Garden Stores	2,500
		621 The Parkway	453999	190	Waterworld Home & Leisure	Miscellaneous Retailers	9,350
		649 The Parkway	53132	220	W.J. Dietrich Ltd. (Appraisals)	Insurance & Real Estate	1,150
			54151	230	Emmatt e-Digital Solutions	Professional, Scientific & Technical Services	1,150
			81291	290	Pampered Paws	Personal Care Services	1,450
		665 The Parkway	71394	260	Than Phong Taewondo	Entertainment & Recreational Activities	1,600
		674 The Parkway	44311	60	L.R. Brown Audio Visual	Home Electronics & Appliance Stores	3,500

District	Area	Address	NAICS	Code	Store Name	urbanMetrics Categories	Total		
West					Ltd.				
		709 The Parkway	444190	80	I.C.I. Roofing Ltd.	Specialized Building Materials & Garden Stores	2,500		
					Torbram Electric Supply	Specialized Building Materials & Garden Stores	5,950		
		580 The Queensway	44613	120	Towne Optical Factory Outlet	Pharmacies & Personal Care Stores	950		
		624 The Queensway	453999	190	Sterling Pools & Spas	Miscellaneous Retailers	3,000		
		637 The Queensway	52421	220	First General Services	Insurance & Real Estate	2,000		
			54192	230	Picture This	Professional, Scientific & Technical Services	2,000		
			442298	40	Ball Kitchen Centre	Home Furnishings Stores	2,000		
		646 The Queensway	44221	40	The Best Carpet Company	Home Furnishings Stores	6,000		
		655 The Queensway	71119	260	Yuk Yuk's Comedy Club	Entertainment & Recreational Activities	1,650		
			72221	270	Mr. Bud's Gourmet Pizza	Food Services & Drinking Places	6,250		
		685 The Queensway	72211	270	Queen's Restaurant	Food Services & Drinking Places	1,850		
		701 The Queensway	44221	40	Stradwick's Flooring	Home Furnishings Stores	11,150		
		771 Webber Ave.	45399	190	National Sanitation & Supply	Miscellaneous Retailers	750		
					81211	290	Andy's Barber Shop	Personal Care Services	450
					99999	300	Vacant (Former Art Studio)	Vacant	2,300
		Other West Sum							231,500
	West Sum							1,721,400	
	Grand Total							4,217,850	



## Appendix D: Licence Plate Survey Results

Licence plate surveys were conducted by urbanMetrics in Peterborough during August and September, 2007. The surveys were performed at seven locations throughout Peterborough, these included:

- o Downtown – Market Plaza
- o Portage Place
- o Tower Hill Centre
- o Mapleridge Plaza
- o Parkway Centre
- o Lansdowne Place
- o Willowcreek Centre

Data was collected from these seven locations between the hours of 10am and 8pm on Thursday, August 9<sup>th</sup> through to Friday, August 10<sup>th</sup> and between 10am and 6pm on Saturday, August 11<sup>th</sup>. On each day, all locations were monitored in two-hour intervals, during the morning, afternoon and evening. The number of plates summarized for each time period reflected the expected customer volumes.

The collected data was subsequently submitted to the Ministry of Transportation Ontario in order to decode each licence plate by Census Dissemination Area. The process was repeated in September between Thursday, September 20<sup>th</sup> and Saturday, September 22<sup>nd</sup>, 2007. The results are shown in Figure D-1 and the survey locations are mapped in Figure D-2.

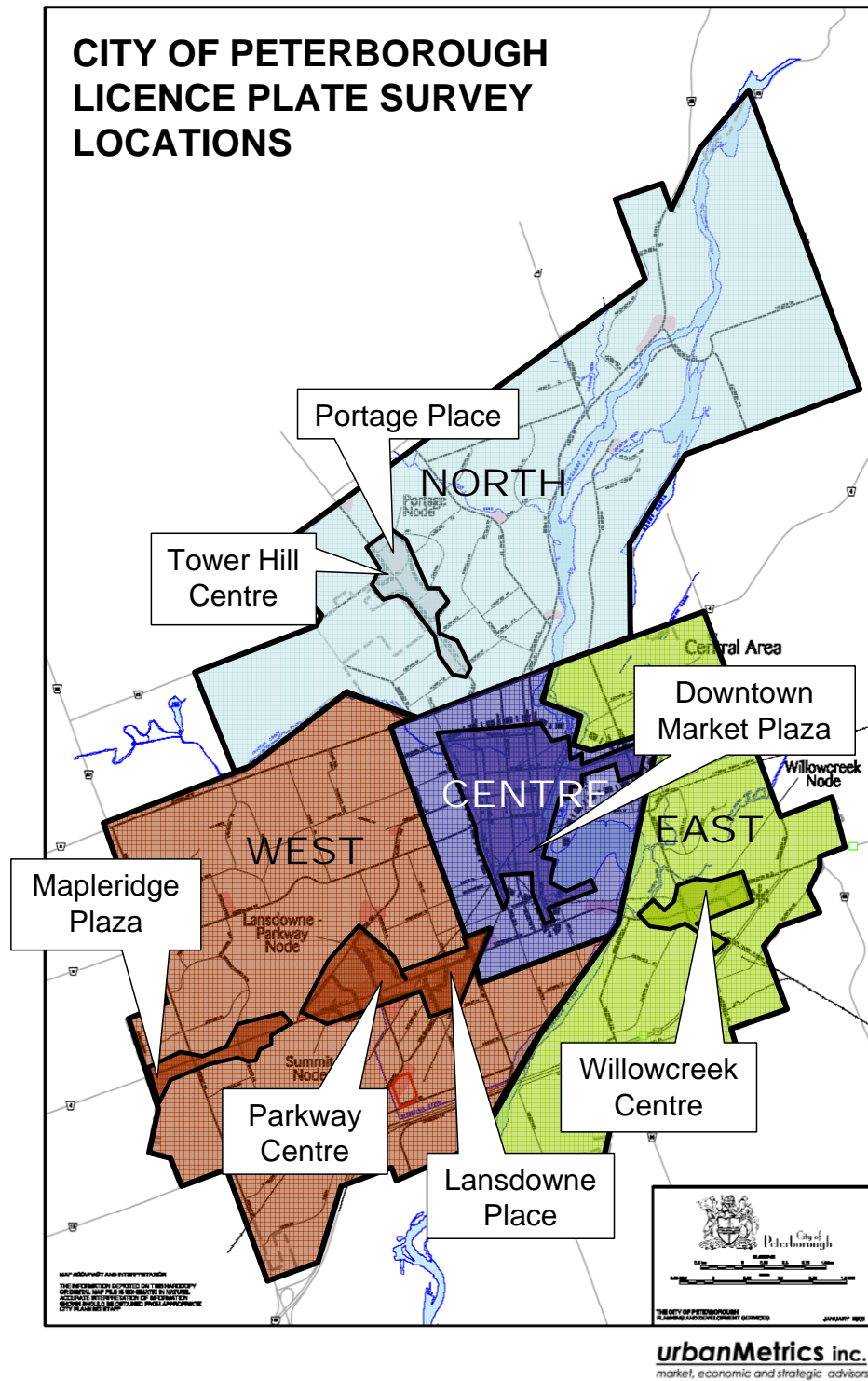
**Figure D-1**

Location	Downtown	%	Lansdowne Place	%	Maple Ridge	%	Parkway Centre	%	Portage Place	%	Tower Hill	%	Willow Creek	%	WEIGHTED AVERAGE
City of Peterborough	213	56.3%	233	49.5%	208	48.4%	234	49.0%	170	44.7%	180	47.2%	154	43.8%	48.4%
Secondary Peterborough	72	19.0%	98	20.8%	124	28.8%	116	24.3%	93	24.5%	105	27.6%	91	25.9%	24.4%
Secondary Northumberland	6	1.6%	10	2.1%	4	0.9%	6	1.3%	2	0.5%	5	1.3%	6	1.7%	1.3%
Secondary Victoria	16	4.2%	38	8.1%	42	9.8%	31	6.5%	22	5.8%	14	3.7%	2	0.6%	5.5%
<i>Secondary Zone Total</i>	<i>94</i>	<i>24.9%</i>	<i>146</i>	<i>31.0%</i>	<i>170</i>	<i>39.5%</i>	<i>153</i>	<i>32.0%</i>	<i>117</i>	<i>30.8%</i>	<i>124</i>	<i>32.5%</i>	<i>99</i>	<i>28.1%</i>	<i>31.3%</i>
Outside Trade Area	71	18.8%	92	19.5%	52	12.1%	91	19.0%	93	24.5%	77	20.2%	99	28.1%	20.3%
<b>Total</b>	<b>378</b>	<b>100.0%</b>	<b>471</b>	<b>100.0%</b>	<b>430</b>	<b>100.0%</b>	<b>478</b>	<b>100.0%</b>	<b>380</b>	<b>100.0%</b>	<b>381</b>	<b>100.0%</b>	<b>352</b>	<b>100.0%</b>	<b>100.0%</b>

**Peterborough Licence Plate Survey Results (October)**

Location	Downtown	%	Lansdowne Place	%	Maple Ridge	%	Parkway Centre	%	Portage Place	%	Tower Hill	%	Willow Creek	%	WEIGHTED AVERAGE
City of Peterborough	238	55.5%	226	50.0%	218	48.2%	213	46.9%	167	43.6%	212	49.9%	196	45.6%	48.5%
Secondary Peterborough	91	21.2%	105	23.2%	111	24.6%	141	31.1%	97	25.3%	110	25.9%	126	29.3%	25.8%
Secondary Northumberland	4	0.9%	8	1.8%	5	1.1%	6	1.3%	1	0.3%	3	0.7%	9	2.1%	1.2%
Secondary Victoria	22	5.1%	28	6.2%	48	10.6%	22	4.8%	22	5.7%	22	5.2%	11	2.6%	5.8%
<i>Secondary Zone Total</i>	<i>117</i>	<i>27.3%</i>	<i>141</i>	<i>31.2%</i>	<i>164</i>	<i>36.3%</i>	<i>169</i>	<i>37.2%</i>	<i>120</i>	<i>31.3%</i>	<i>135</i>	<i>31.8%</i>	<i>146</i>	<i>34.0%</i>	<i>32.7%</i>
Outside Trade Area	74	17.2%	85	18.8%	70	15.5%	72	15.9%	96	25.1%	78	18.4%	88	20.5%	18.8%
<b>Total</b>	<b>429</b>	<b>100.0%</b>	<b>452</b>	<b>100.0%</b>	<b>452</b>	<b>100.0%</b>	<b>454</b>	<b>100.0%</b>	<b>383</b>	<b>100.0%</b>	<b>425</b>	<b>100.0%</b>	<b>430</b>	<b>100.0%</b>	<b>100.0%</b>

Figure D-2



## **Appendix E: Downtown On-Street Survey Results**

For commercial districts such as the Downtown that have large walk-in/bicycle/transit oriented customers and which have multiple functions, on-street customer interviews are a better method of determining retail customer patterns. In addition, on-street interviews enable us to obtain additional information not available through licence plate surveys. Recognizing the important function of the historic Downtown Peterborough core in the retail structure, urbanMetrics conducted short on-street “face to face” surveys in Downtown Peterborough with patrons to identify place of residence, satisfaction levels and other customer characteristics. The intercept surveys were sub-contracted to a research company who interviewed customers during various time periods over a two day period on August 17 and 18, 2007 and September 21 and 22, 2007 in the Downtown area. On these dates, surveys were conducted at 4 locations in Downtown Peterborough. Some 600 surveys were undertaken at these locations over a two day period (Friday and Saturday) in August and September. The survey results are displayed in Figure E-1, the map of survey location is illustrated in Figure E-2, and the questionnaire is displayed in Figure E-3.

**Figure E-1**

**Downtown Peterborough On-Street Survey Results**

Day of Interview		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Day	Friday	150	50.0%	150	49.8%	300	49.9%
	Saturday	150	50.0%	151	50.2%	301	50.1%
Total		300	100.0%	301	100.0%	601	100.0%

Time of Interview		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Time	9am to 12pm	60	20.0%	60	19.9%	120	20.0%
	12pm to 2pm	60	20.0%	60	19.9%	120	20.0%
	2pm to 4pm	60	20.0%	61	20.3%	121	20.1%
	4pm to 6pm	60	20.0%	60	19.9%	120	20.0%
	6pm to 8pm	60	20.0%	60	19.9%	120	20.0%
Total		300	100.0%	301	100.0%	601	100.0%

Location		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Location	Charlotte St and Rubidge St	70	23.3%	71	23.6%	141	23.5%
	George St and Simcoe St	80	26.7%	80	26.6%	160	26.6%
	Hunter Street and Mark St	70	23.3%	70	23.3%	140	23.3%
	George St and Rink St	80	26.7%	80	26.6%	160	26.6%
Total		300	100.0%	301	100.0%	601	100.0%

Gender		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Gender	Male	132	44.0%	127	42.2%	259	43.1%
	Female	168	56.0%	174	57.8%	342	56.9%
Total		300	100.0%	301	100.0%	601	100.0%

Accommodation		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.2. Peterborough area accommodations	Permanent resident of the Peterborough Area	225	75.0%	197	66.3%	422	70.7%
	Not staying overnight, just here for the day or passing through	26	8.7%	10	3.4%	36	6.0%
	Staying at my cottage or other second home	16	5.3%	5	1.7%	21	3.5%
	Staying at a rented cottage or other seasonal residence	10	3.3%	1	0.3%	11	1.8%
	Staying at a cottage or other seasonal residence that I am visiting	3	1.0%	1	0.3%	4	0.7%
	Staying in a hotel, motel, inn or lodge in area	2	0.7%	2	0.7%	4	0.7%
	Staying with friends or family at their home or apartment	15	5.0%	19	6.4%	34	5.7%
	Staying in a campground	1	0.3%	0	0.0%	1	0.2%
	University or college student staying in residence or elsewhere	2	0.7%	60	20.2%	62	10.4%
	Other	0	0.0%	2	0.7%	2	0.3%
Total		300	100.0%	297	100.0%	597	100.0%

Total amount spent in Downtown Peterborough today for restaurant or fast food		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.4a. What is the total amount you personally spent in Downtown Peterborough today or plan to spend for restaurant or fast food	\$0	65	21.7%	122	40.5%	187	31.1%
	\$1 - 10	114	38.0%	113	37.5%	227	37.8%
	\$11 - 20	62	20.7%	38	12.6%	100	16.6%
	\$21 - 100	57	19.0%	28	9.3%	85	14.1%
	\$101 or More	2	0.7%	0	0.0%	2	0.3%
Total		300	100.0%	301	100.0%	601	100.0%

Total amount spent in Downtown Peterborough today for non-food items		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.4b. What is the total amount you personally spent in Downtown Peterborough today or plan to spend for non-food items	\$0	112	37.3%	156	51.8%	268	44.6%
	\$1 - 10	22	7.3%	13	4.3%	35	5.8%
	\$11 - 20	46	15.3%	23	7.6%	69	11.5%
	\$21 - 100	104	34.7%	101	33.6%	205	34.1%
	\$101 or More	16	5.3%	8	2.7%	24	4.0%
Total		300	100.0%	301	100.0%	601	100.0%

Total amount spent in Downtown Peterborough today for food to take home		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.4c. What is the total amount you personally spent in Downtown Peterborough today or plan to spend for food to take home	\$0	289	96.3%	268	89.0%	557	92.7%
	\$1 - 10	0	0.0%	2	0.7%	2	0.3%
	\$11 - 20	1	0.3%	4	1.3%	5	0.8%
	\$21 - 100	4	1.3%	22	7.3%	26	4.3%
	\$101 or More	6	2.0%	5	1.7%	11	1.8%
Total		300	100.0%	301	100.0%	601	100.0%

Amount of spending elsewhere in Peterborough today on restaurant or fast food		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.5a_a. Could you tell me how much money you have spent elsewhere in Peterborough today for restaurant or fast food	\$0	294	98.0%	301	100.0%	595	99.0%
	\$11 - 20	2	0.7%	0	0.0%	2	0.3%
	\$21 - 100	4	1.3%	0	0.0%	4	0.7%
Total		300	100.0%	301	100.0%	601	100.0%

Amount of spending elsewhere in Peterborough today on non-food items		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.5a_b. Could you tell me how much money you have spent elsewhere in Peterborough today for non-food items	\$0	292	97.3%	290	96.3%	582	96.8%
	\$11 - 20	0	0.0%	1	0.3%	1	0.2%
	\$21 - 100	4	1.3%	10	3.3%	14	2.3%
	\$101 or More	4	1.3%	0	0.0%	4	0.7%
Total		300	100.0%	301	100.0%	601	100.0%

Amount of spending elsewhere in Peterborough today on food or take home		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.5a_c. Could you tell me how much money you have spent elsewhere in Peterborough today for food to take home	\$0	298	99.3%	295	98.0%	593	98.7%
	\$21 - 100	1	0.3%	4	1.3%	5	0.8%
	\$101 or More	1	0.3%	2	0.7%	3	0.5%
Total		300	100.0%	301	100.0%	601	100.0%

Location of spending elsewhere today in Peterborough on restaurant or fast food		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.5b_a. Where elsewhere have you spent money today in Peterborough on restaurant or fast food	West Lansdowne Place (not including Parkway Centre)	1	25.0%	n/a	n/a	1	25.0%
	East of Lansdowne Place	3	75.0%	n/a	n/a	3	75.0%
Total		4	100.0%	n/a	n/a	4	100.0%

Location of spending elsewhere today in Peterborough on non-food items		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.5b_b. Where elsewhere have you spent money today in Peterborough on non-food items	Lansdowne Place	2	25.0%	9	81.8%	11	57.9%
	West Lansdowne Place (not including Parkway Centre)	1	12.5%	0	0.0%	1	5.3%
	East of Lansdowne Place	4	50.0%	0	0.0%	4	21.1%
	Westmount and Area	1	12.5%	0	0.0%	1	5.3%
	Parkway Centre	0	0.0%	2	18.2%	2	10.5%
Total		8	100.0%	11	100.0%	19	100.0%

Location of spending elsewhere today in Peterborough on food or take home		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.5b_c. Where elsewhere have you spent money today in Peterborough on food or take home	Lansdowne Place	0	0.0%	1	33.3%	1	20.0%
	Parkway Centre	0	0.0%	1	33.3%	1	20.0%
	Tower Hill Centre	2	100.0%	1	33.3%	3	60.0%
Total		2	100.0%	3	100.0%	5	100.0%



Main Purpose of Trip to Downtown Peterborough		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.6. Main purpose of trip to Downtown Peterborough	Just passing through	46	15.3%	70	23.3%	116	19.3%
	Shopping	127	42.3%	111	36.9%	238	39.6%
	Medical Appointment	8	2.7%	5	1.7%	13	2.2%
	Theatre or Entertainment	34	11.3%	0	0.0%	34	5.7%
	Work in the Downtown	17	5.7%	38	12.6%	55	9.2%
	Personal Services e.g. Hairdresser	5	1.7%	9	3.0%	14	2.3%
	Live Downtown	6	2.0%	6	2.0%	12	2.0%
	Professional Services e.g. lawyer or Accountant	0	0.0%	5	1.7%	5	0.8%
	Restaurants	29	9.7%	26	8.6%	55	9.2%
	Visiting Family or Friends	18	6.0%	22	7.3%	40	6.7%
	Banking	9	3.0%	7	2.3%	16	2.7%
	Other	1	0.3%	2	0.7%	3	0.5%
Total		300	100.0%	301	100.0%	601	100.0%

Frequency of Visits to Downtown Peterborough		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.7. How often do you typically visit Downtown Peterborough	More than once a week	115	38.3%	190	63.1%	305	50.7%
	Once a week	70	23.3%	55	18.3%	125	20.8%
	1 – 3 times per month	57	19.0%	26	8.6%	83	13.8%
	Less than once a month	51	17.0%	28	9.3%	79	13.1%
	First time	7	2.3%	2	0.7%	9	1.5%
Total		300	100.0%	301	100.0%	601	100.0%

Mode of transportation to Downtown Peterborough		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.8. How did you get Downtown today	Car	238	79.3%	146	48.5%	384	63.9%
	Walked	53	17.7%	109	36.2%	162	27.0%
	Public Transit	6	2.0%	36	12.0%	42	7.0%
	Taxi	0	0.0%	1	0.3%	1	0.2%
	Other	3	1.0%	9	3.0%	12	2.0%
Total		300	100.0%	301	100.0%	601	100.0%

Is parking in Downtown Peterborough adequate		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.9a. Is parking in Downtown Peterborough adequate	Yes	252	84.8%	197	65.7%	449	75.2%
	No	32	10.8%	65	21.7%	97	16.2%
	N/A	13	4.4%	38	12.7%	51	8.5%
Total		297	100.0%	300	100.0%	597	100.0%

Is parking in Downtown Peterborough convenient for you		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.9b. Is parking in Downtown Peterborough convenient for you	Yes	259	86.3%	202	67.3%	461	76.8%
	No	28	9.3%	60	20.0%	88	14.7%
	N/A	13	4.3%	38	12.7%	51	8.5%
Total		300	100.0%	300	100.0%	600	100.0%

Is parking in Downtown Peterborough reasonably priced		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.9c. Is parking in Downtown Peterborough reasonably priced	Yes	257	86.5%	188	62.9%	445	74.7%
	No	27	9.1%	73	24.4%	100	16.8%
	N/A	13	4.4%	38	12.7%	51	8.6%
Total		297	100.0%	299	100.0%	596	100.0%

Shopping or doing business in Downtown is convenient		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.10a. Shopping or doing business Downtown is convenient	Strongly Disagree	2	0.7%	14	4.7%	16	2.7%
	Disagree	7	2.3%	16	5.4%	23	3.8%
	Agree	215	71.7%	246	82.3%	461	77.0%
	Strongly Agree	76	25.3%	23	7.7%	99	16.5%
Total		300	100.0%	299	100.0%	599	100.0%

Downtown is easily accessible by public transit		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.10b. Downtown is easily accessible by public transit	Strongly Disagree	1	0.3%	1	0.3%	2	0.3%
	Disagree	13	4.4%	14	4.8%	27	4.6%
	Agree	237	79.8%	206	71.0%	443	75.5%
	Strongly Agree	46	15.5%	69	23.8%	115	19.6%
Total		297	100.0%	290	100.0%	587	100.0%

Downtown offers unique stores and shopping opportunities		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.10c. Downtown offers unique stores and shopping opportunities	Strongly Disagree	1	0.3%	7	2.3%	8	1.3%
	Disagree	20	6.7%	45	15.1%	65	10.9%
	Agree	194	64.7%	167	55.9%	361	60.3%
	Strongly Agree	85	28.3%	80	26.8%	165	27.5%
Total		300	100.0%	299	100.0%	599	100.0%

Downtown is a good place for arts or cultural events		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.10d. Downtown is a good place for arts or cultural events	Strongly Disagree	2	0.7%	7	2.4%	9	1.5%
	Disagree	30	10.2%	31	10.5%	61	10.4%
	Agree	196	66.7%	213	72.4%	409	69.6%
	Strongly Agree	66	22.4%	43	14.6%	109	18.5%
Total		294	100.0%	294	100.0%	588	100.0%

Downtown Peterborough's historic buildings and environment make it a special place		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.10e. Downtown Peterborough's historic buildings and environment make it a special place	Strongly Disagree	1	0.3%	4	1.3%	5	0.8%
	Disagree	24	8.1%	34	11.4%	58	9.8%
	Agree	220	74.3%	215	72.1%	435	73.2%
	Strongly Agree	51	17.2%	45	15.1%	96	16.2%
Total		296	100.0%	298	100.0%	594	100.0%

Downtown is a family oriented place to shop or visit		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.10f. Downtown is a family oriented place to shop or visit	Strongly Disagree	1	0.3%	10	3.4%	11	1.8%
	Disagree	18	6.0%	46	15.4%	64	10.7%
	Agree	217	72.8%	211	70.8%	428	71.8%
	Strongly Agree	62	20.8%	31	10.4%	93	15.6%
Total		298	100.0%	298	100.0%	596	100.0%

Downtown is a good place to visit in the evening		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.10g. Downtown is a good place to visit in the evening	Strongly Disagree	7	2.4%	6	2.0%	13	2.2%
	Disagree	31	10.5%	23	7.7%	54	9.1%
	Agree	200	67.6%	197	66.3%	397	66.9%
	Strongly Agree	58	19.6%	71	23.9%	129	21.8%
Total		296	100.0%	297	100.0%	593	100.0%

Downtown is a good place for tourists to visit		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.10h. Downtown is a good place for tourists to visit	Strongly Disagree	2	0.7%	6	2.0%	8	1.3%
	Disagree	5	1.7%	23	7.7%	28	4.7%
	Agree	213	71.0%	199	66.6%	412	68.8%
	Strongly Agree	80	26.7%	71	23.7%	151	25.2%
Total		300	100.0%	299	100.0%	599	100.0%

Selection of Goods and Services		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.11a. Selection of Goods and Services	Poor	1	0.3%	23	7.7%	24	4.0%
	Fair	75	25.0%	43	14.3%	118	19.7%
	Good	162	54.0%	210	70.0%	372	62.0%
	Excellent	62	20.7%	24	8.0%	86	14.3%
Total		300	100.0%	300	100.0%	600	100.0%

Quality of Goods and Services		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.11b. Quality of Goods and Services	Poor	1	0.3%	13	4.3%	14	2.3%
	Fair	68	22.7%	55	18.3%	123	20.5%
	Good	164	54.7%	121	40.3%	285	47.5%
	Excellent	67	22.3%	111	37.0%	178	29.7%
Total		300	100.0%	300	100.0%	600	100.0%

Entertainment facilities		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.11c. Entertainment facilities	Poor	7	2.4%	3	1.0%	10	1.7%
	Fair	71	24.0%	54	18.0%	125	21.0%
	Good	165	55.7%	193	64.3%	358	60.1%
	Excellent	53	17.9%	50	16.7%	103	17.3%
Total		296	100.0%	300	100.0%	596	100.0%

Safety		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.11d. Safety	Poor	11	3.7%	6	2.0%	17	2.9%
	Fair	96	32.4%	62	20.7%	158	26.5%
	Good	147	49.7%	202	67.3%	349	58.6%
	Excellent	42	14.2%	30	10.0%	72	12.1%
Total		296	100.0%	300	100.0%	596	100.0%

Sales, promotions and special events		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.11e. Sales, promotions and special events	Poor	9	3.0%	15	5.0%	24	4.0%
	Fair	82	27.6%	72	24.2%	154	25.9%
	Good	164	55.2%	166	55.7%	330	55.5%
	Excellent	42	14.1%	45	15.1%	87	14.6%
Total		297	100.0%	298	100.0%	595	100.0%

Cleanliness of public spaces		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.11f. Cleanliness of public spaces	Poor	2	0.7%	43	14.3%	45	7.5%
	Fair	67	22.4%	43	14.3%	110	18.4%
	Good	181	60.5%	160	53.3%	341	57.3%
	Excellent	49	16.4%	54	18.0%	103	17.3%
Total		299	100.0%	300	100.0%	599	100.0%

Attractiveness of storefronts/signage		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.11g. Attractiveness of storefronts/signage	Poor	1	0.3%	18	6.0%	19	3.2%
	Fair	60	20.0%	61	20.3%	121	20.2%
	Good	183	61.0%	171	57.0%	354	59.0%
	Excellent	56	18.7%	50	16.7%	106	17.7%
Total		300	100.0%	300	100.0%	600	100.0%

Historical Architecture		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.11h. Historical Architecture	Poor	2	0.7%	6	2.0%	8	1.3%
	Fair	51	17.0%	42	14.0%	93	15.5%
	Good	167	55.7%	185	61.7%	352	58.7%
	Excellent	80	26.7%	67	22.3%	147	24.5%
Total		300	100.0%	300	100.0%	600	100.0%

A Place to Explore		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.11i. A Place to Explore	Poor	3	1.0%	7	2.3%	10	1.7%
	Fair	40	13.3%	48	16.0%	88	14.7%
	Good	181	60.3%	175	58.3%	356	59.3%
	Excellent	76	25.3%	70	23.3%	146	24.3%
Total		300	100.0%	300	100.0%	600	100.0%

Improvements to Downtown Peterborough that would encourage more visits		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.12a. What things could be done to improve Downtown Peterborough and would encourage you to visit more often	More or Better Stores, Restaurants or Mall	44	14.3%	43	13.0%	87	13.6%
	More Entertainment Venues	5	1.6%	1	0.3%	6	0.9%
	More Events or Festivals	10	3.2%	8	2.4%	18	2.8%
	Improve Appearance of Stores	8	2.6%	2	0.6%	10	1.6%
	Improve Appearance or Cleanliness of Streets or Roads	10	3.2%	29	8.7%	39	6.1%
	More or Cheaper Parking	7	2.3%	8	2.4%	15	2.3%
	More Police, particularly at night and on weekends	30	9.7%	8	2.4%	38	5.9%
	Address the Presence of Street people	5	1.6%	9	2.7%	14	2.2%
	Nothing/Don't Know	164	53.2%	208	62.7%	372	58.1%
	Other	25	8.1%	16	4.8%	41	6.4%
Total (includes multiple responses)		308	100.0%	332	100.0%	640	100.0%

Improvements to Downtown Peterborough that would encourage more shopping		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.12b. What things could be done to improve Downtown Peterborough and would encourage you to shop more often	More or Better Stores, Restaurants or Mall	24	7.9%	21	6.6%	45	7.5%
	Greater Selection of Stores	6	2.0%	7	2.3%	13	2.2%
	More Brand Name Stores	5	1.7%	0.0%	0.0%	5	0.8%
	Cheaper Prices or More Sales	7	2.3%	2	0.7%	9	1.5%
	More Events or Festivals	6	2.0%	1	0.3%	7	1.2%
	Improve Appearance or Cleanliness of Streets or Roads	6	2.0%	5	1.3%	11	1.8%
	More or Cheaper Parking	5	1.7%	3	0.3%	8	1.3%
	More Police, particularly at night and on weekends	7	2.3%	7	2.3%	14	2.3%
	Address the Presence of Street people	4	1.3%	3	0.7%	7	1.2%
	Nothing/Don't Know	212	70.2%	252	83.7%	464	76.9%
	Other	20	6.6%	5	1.7%	25	4.1%
Total (includes multiple responses)		302	100.0%	301	100.0%	603	100.0%

Are you planning on Shopping elsewhere in Peterborough today		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.13a. Are you planning on shopping elsewhere in Peterborough today	Yes	10	3.4%	22	7.3%	32	5.4%
	No	287	96.6%	279	92.7%	566	94.6%
Total		297	100.0%	301	100.0%	598	100.0%

Where elsewhere are you planning to shop today in Peterborough		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.13b. Where elsewhere are you planning to shop today	Lansdowne Place	6	85.7%	11	84.6%	17	85.0%
	East of Lansdowne Place	0	0.0%	1	7.7%	1	5.0%
	Tower Hill Centre	1	14.3%	1	7.7%	2	10.0%
Total		7	100.0%	13	100.0%	20	100.0%

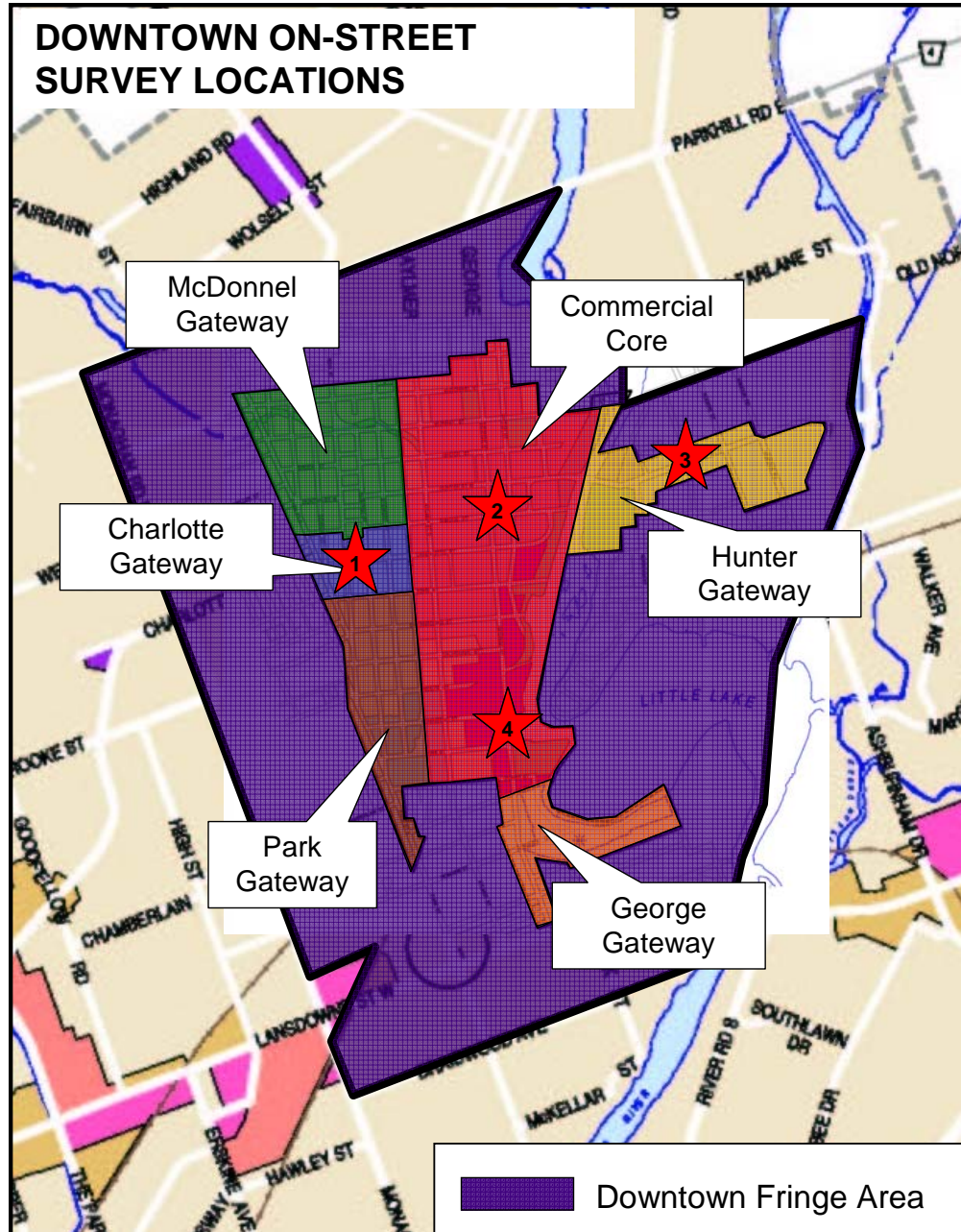
Age Group		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.14. In which age group do you belong	15 – 19	24	8.0%	27	9.0%	51	8.5%
	20 – 24	31	10.3%	92	30.7%	123	20.5%
	25 – 34	69	23.0%	65	21.7%	134	22.3%
	35 – 44	88	29.3%	63	21.0%	151	25.2%
	45 – 54	49	16.3%	37	12.3%	86	14.3%
	55 – 64	33	11.0%	11	3.7%	44	7.3%
	65 – 74	5	1.7%	5	1.7%	10	1.7%
	75 and over	1	0.3%	0.0%	0.0%	1	0.2%
Total		300	100.0%	300	100.0%	600	100.0%

Household Size		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.15. How many people live in your household?	1	30	10.0%	32	10.6%	62	10.3%
	2	103	34.3%	110	36.5%	213	35.4%
	3	66	22.0%	85	28.2%	151	25.1%
	4	68	22.7%	61	20.3%	129	21.5%
	5	24	8.0%	8	2.7%	32	5.3%
	6	8	2.7%	3	1.0%	11	1.8%
	7	1	0.3%	1	0.3%	2	0.3%
	8	0	0.0%	1	0.3%	1	0.2%
Total		300	100.0%	301	100.0%	601	100.0%

Number of Children		August		September		Total	
		Count	Col %	Count	Col %	Count	Col %
Q.16. How many Children under 18 live in your household?	0	146	48.7%	196	65.1%	342	56.9%
	1	71	23.7%	59	19.6%	130	21.6%
	2	63	21.0%	39	13.0%	102	17.0%
	3	17	5.7%	5	1.7%	22	3.7%
	4	3	1.0%	1	0.3%	4	0.7%
	5	0	0.0%	1	0.3%	1	0.2%
Total		300	100.0%	301	100.0%	601	100.0%



Figure E-2



**Figure E-3**

DOWNTOWN PETERBOROUGH SURVEY, 2007					
Day: Friday...1		Saturday...2		Time: 9am-12pm...1   12-2pm...2   2-4pm...3   4-6pm...4   6-8pm...5	
Location: .....1 .....2 .....3 .....4					
Hello, Good Morning/Afternoon/Evening, On behalf of the City of Peterborough, we are conducting a short survey with visitors to Downtown Peterborough. Would you please give me a few minutes of your time to answer some questions about your visit?					
RECORD GENDER:    Male.....1    Female.....2					
1. We would like to know where visitors in the Downtown come from. May I please have your home POSTAL CODE and the community in which you live in or near? [FOR OUT OF COUNTRY, INDICATE STATE/COUNTRY]					
COMMUNITY .....			POSTAL CODE .....		
2. Which of the following best describes your accommodations while staying in the Peterborough Area, which includes the City of Peterborough, Peterborough County, Victoria County or Northumberland County? [READ LIST AND CIRCLE]					
a. Permanent resident of the Peterborough Area					1
b. Not staying overnight, just here for the day or passing thru by car					2
c. Staying at my cottage or other second home					3
i) What lake is your cottage on or what community is it in or near? .....					
d. Staying at a rented cottage or other seasonal residence					4
e. Staying at a cottage or other seasonal residence that I am visiting					5
f. Staying in a hotel, motel, inn or lodge in area					6
g. Staying on a house boat or arrived by boat					7
h. Staying with friends or family at their home or apartment					8
i. Staying in a campground					9
j. University/college student staying in residence or elsewhere in the Peterborough area					10
k. Other [SPECIFY] .....					11
4. What is the total amount you personally spent in Downtown Peterborough today or plan to spend for .....?					
a) restaurant or fast food   \$.....00    b) non-food items   \$.....00    c) food to take home   \$.....00					
5a. Could you tell me how much money you have spent elsewhere in Peterborough today for .....?					
5b. What location? [SPECIFY LOCATION]					
a) restaurant or fast food   \$.....00    .....					
b) non-food items                \$.....00    .....					
c) food to take home            \$.....00    .....					
6. What is the main purpose of your trip to Downtown Peterborough today? [DO NOT READ LIST]					
Circle					
Just passing through					1
Shopping					2
Medical Appointment					3
Theatre/Entertainment					4
Work in the Downtown					5
Personal Services (e.g. Hairdresser)					6
Live Downtown					7
Professional Services (e.g. lawyer/Accountant)					8
Restaurants					9
Visiting Family/Friends					10
Banking					11
Other (specify)					
7. How often do you typically visit Downtown Peterborough? [READ LIST]					
Circle					
More than once a week					1
Once a week					2
1 - 3 times per month					3
Less than once a month					4
First time					5
8. How did you get Downtown today? [DO NOT READ LIST]					
Circle					
Car					1
Walked					2
Public Transit					3
Taxi					4
Boat					5
Other [SPECIFY]					6
9. When you drive to Downtown Peterborough, is parking ...?					
a) Adequate?	Yes...	1	No...	2	
b) Convenient for you?	Yes...	1	No...	2	
c) Reasonably priced?	Yes...	1	No...	2	

10. I am going to read out a list of statements about Downtown Peterborough, and after each one please indicate the extent to which you agree or disagree. A score of "1" indicates you Strongly Disagree and a score of 4 indicates you Strongly Agree.

[READ OUT ITEMS ONE AT A TIME AND CIRCLE RESPONSE. ROTATE ORDER]

Attribute	Strongly Disagree	Disagree	Agree	Strongly Agree
a. Shopping or doing business in Downtown is convenient	1	2	3	4
b. Downtown is easily accessible by public transit	1	2	3	4
c. Downtown offers unique stores and shopping opportunities	1	2	3	4
d. Downtown is a good place for arts or cultural events	1	2	3	4
e. Downtown Peterborough's historic buildings and environment make it a special place	1	2	3	4
f. Downtown is a family oriented place to shop or visit	1	2	3	4
g. Downtown is a good place to visit in the evening	1	2	3	4
h. Downtown is a good place for tourists to visit	1	2	3	4

11. On a scale of 1 to 4, with 1 being Poor and 4 being Excellent, how would you rate the following in the Downtown?

[READ OUT ITEMS ONE AT A TIME AND CIRCLE RESPONSE. ROTATE ORDER]

	Poor	Fair	Good	Excellent
a. Selection of Goods and Services	1	2	3	4
b. Quality of Goods and Services	1	2	3	4
c. Entertainment facilities	1	2	3	4
d. Safety	1	2	3	4
e. Sales, promotions and special events	1	2	3	4
f. Cleanliness of public spaces	1	2	3	4
g. Attractiveness of storefronts/signage	1	2	3	4
h. Historical Architecture	1	2	3	4
i. A Place to Explore	1	2	3	4

- 12a. What things could be done to improve Downtown Peterborough and would encourage you to visit more often here?

- 12b. What things could be done to improve Downtown Peterborough and would encourage you to shop more often here?

- 13a. Are you planning on shopping elsewhere in Peterborough today?

Yes.....1 [IF YES, SPECIFY LOCATION] 13. b. Where are you planning to shop? \_\_\_\_\_  
No.....2

14. In which of the following age groups do you belong?

15 – 19	1
20 – 24	2
25 – 34	3
35 – 44	4
45 – 54	5
55 – 64	6
65 – 74	7
75 and over	8

15. How many people live in your household?

\_\_\_\_\_

16. How many children under 18 live in your household?

\_\_\_\_\_

THANK YOU FOR YOUR TIME

## Appendix F: Telephone Consumer Survey Results

A survey of some 805 Trade Area consumers was conducted between October 9<sup>th</sup> and November 1<sup>st</sup>, 2007 to determine what percentage of Trade Area resident expenditures were consumed within the City of Peterborough by retail location. The design of the survey, determination of the sample quotas and summary of results was undertaken by urbanMetrics inc. The surveys were conducted by Network Research, a professional market research firm. Figure F-1 summarizes the sampling distribution and customer characteristics. Figure F-2 details the survey results for the various food and non-food store retail store types. A copy of the survey form has also been included in E-3.

Questions 9 through 12 in the telephone consumer survey were downtown specific questions asked to determine existing perceptions and satisfaction levels of trade area residents. These results are shown in the City of Peterborough Downtown Economic Analysis Report.

***Figure F-1***

### **Distribution of Telephone Survey Respondents**

<b>Trade Area</b>	<b>Respondents</b>	<b>Frequency</b>
City of Peterborough	403	50.1%
STA - Peterborough County	175	21.7%
STA - City of Kawartha Lakes	183	22.7%
STA - Northumberland County	44	5.5%
<b>Total</b>	<b>805</b>	<b>100.0%</b>

### **Question 13. Household Size**

<b>Area</b>		
<b>City of Peterborough Mean</b>	<b>Outside Peterborough Mean</b>	<b>Total Mean</b>
2.41	2.61	2.51

#### Question 14. Age of Respondent

	Area				Total	
	City of Peterborough		Outside Peterborough			
Age	Count	Col %	Count	Col %	Count	Col %
Under 25	22	5.5%	15	3.7%	37	4.6%
25 to 34	40	9.9%	35	8.7%	75	9.3%
35 to 44	47	11.7%	61	15.2%	108	13.4%
45 to 54	71	17.6%	92	22.9%	163	20.2%
55 to 64	65	16.1%	77	19.2%	142	17.6%
65 and older	156	38.7%	119	29.6%	275	34.2%
Refused	2	0.5%	3	0.7%	5	0.6%
Total	403	100.0%	402	100.0%	805	100.0%

**Figure F-2**

TOTAL NFSR EXPENDITURES (Past Three Months)

LOCATION	Area							
	City of Peterborough		Peterborough County		Kawartha Lakes		Northumberland County	
	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %
Waterfront Area	\$14,809	2.3%	\$7,499	2.3%	\$645	0.2%	\$500	0.7%
Commercial Core	\$46,956	7.3%	\$14,936	4.5%	\$2,350	0.7%	\$1,640	2.5%
Charlotte St. BA	\$8,571	1.3%	\$2,320	0.7%	\$160	0.0%	\$60	0.1%
Hunter St. BA	\$4,790	0.7%	\$2,085	0.6%	\$738	0.2%	.	0.0%
<b>SUBTOTAL DOWNTOWN</b>	<b>\$75,126</b>	<b>11.7%</b>	<b>\$26,840</b>	<b>8.1%</b>	<b>\$3,893</b>	<b>1.1%</b>	<b>\$2,200</b>	<b>3.3%</b>
Willowcreek Centre & Area	\$2,531	0.4%	\$4,937	1.5%	\$1,075	0.3%	\$350	0.5%
Lansdowne Place Mall	\$72,099	11.2%	\$40,524	12.3%	\$26,547	7.6%	\$2,910	4.4%
Parkway Centre	\$49,646	7.7%	\$16,644	5.0%	\$12,007	3.4%	\$780	1.2%
Mapleridge Place & Area	\$20,848	3.3%	\$10,440	3.2%	\$9,220	2.6%	\$500	0.7%
West of Lansdowne Mall	\$100,483	15.7%	\$32,099	9.7%	\$14,125	4.0%	\$1,305	2.0%
East of Lansdowne Mall	\$118,185	18.4%	\$70,101	21.2%	\$30,423	8.7%	\$5,755	8.6%
Peterborough By-Pass Area	\$20,641	3.2%	\$7,025	2.1%	\$2,015	0.6%	\$3,000	4.5%
Westmount & Area	\$5,015	0.8%	\$320	0.1%	.	0.0%	\$700	1.0%
Portage Place	\$22,937	3.6%	\$10,573	3.2%	\$2,580	0.7%	.	0.0%
Tower Hill	\$30	0.0%	\$3,000	0.9%	.	0.0%	.	0.0%
Wal-Mart & Area	\$93,754	14.6%	\$34,208	10.3%	\$22,617	6.5%	\$2,480	3.7%
<b>SUBTOTAL OTHER PETERBOROUGH</b>	<b>\$506,168</b>	<b>78.9%</b>	<b>\$229,871</b>	<b>69.5%</b>	<b>\$120,609</b>	<b>34.5%</b>	<b>\$17,780</b>	<b>26.6%</b>
Other Peterborough County	\$12,971	2.0%	\$26,413	8.0%	\$17,960	5.1%	\$1,960	2.9%
Orillia-Newmarket-Barrie	\$1,920	0.3%	\$1,020	0.3%	\$3,392	1.0%	.	0.0%
Toronto	\$4,550	0.7%	\$835	0.3%	\$2,185	0.6%	\$2,005	3.0%
Whitby-Ajax-Pickering-Markham	\$13,220	2.1%	\$5,309	1.6%	\$11,880	3.4%	\$740	1.1%
Kingston	\$2,545	0.4%	\$100	0.0%	.	0.0%	\$100	0.1%
Lindsay	\$1,590	0.2%	\$5,720	1.7%	\$137,241	39.2%	.	0.0%
Bobcaygeon	\$350	0.1%	\$1,100	0.3%	\$18,615	5.3%	.	0.0%
Fenlon Falls	.	0.0%	\$1,905	0.6%	\$2,575	0.7%	.	0.0%
Other Kawartha Lakes	.	0.0%	\$11,110	3.4%	\$8,600	2.5%	.	0.0%
Belleville	\$390	0.1%	\$150	0.0%	\$200	0.1%	\$10,720	16.0%
Lakefield	\$7,070	1.1%	\$8,101	2.4%	\$360	0.1%	\$420	0.6%
Cobourg	\$25	0.0%	.	0.0%	\$2,110	0.6%	\$11,970	17.9%
Oshawa	\$4,506	0.7%	\$1,945	0.6%	\$9,945	2.8%	.	0.0%
Northumberland	.	0.0%	.	0.0%	\$320	0.1%	\$270	0.4%
Campbellford	.	0.0%	\$2,020	0.6%	.	0.0%	\$17,491	26.2%
Other	\$11,001	1.7%	\$8,285	2.5%	\$9,853	2.8%	\$1,137	1.7%
<b>SUBTOTAL OUTSIDE CITY OF PETERBOROUGH</b>	<b>\$60,138</b>	<b>9.4%</b>	<b>\$74,013</b>	<b>22.4%</b>	<b>\$225,236</b>	<b>64.4%</b>	<b>\$46,813</b>	<b>70.1%</b>
<b>Total</b>	<b>\$641,432</b>	<b>100.0%</b>	<b>\$330,724</b>	<b>100.0%</b>	<b>\$349,738</b>	<b>100.0%</b>	<b>\$66,793</b>	<b>100.0%</b>

## TOTAL NFSR EXPENDITURES (Past Three Months) Weighted By Provincial Average (not including Automotive)

LOCATION	Area							
	City of Peterborough		Peterborough County		Kawartha Lakes		Northumberland County	
	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %
Waterfront Area	\$2,576	2.7%	\$1,907	4.0%	\$81	0.2%	\$56	0.6%
Commercial Core	\$5,165	5.4%	\$1,983	4.2%	\$318	0.7%	\$215	2.3%
Charlotte St. BA	\$961	1.0%	\$181	0.4%	\$21	0.0%	\$8	0.1%
Hunter St. BA	\$283	0.3%	\$118	0.2%	\$42	0.1%	.	.
<b>SUBTOTAL DOWNTOWN</b>	<b>\$8,985</b>	<b>9.5%</b>	<b>\$4,189</b>	<b>8.9%</b>	<b>\$461</b>	<b>1.0%</b>	<b>\$278</b>	<b>2.9%</b>
Willowcreek Centre & Area	\$348	0.4%	\$649	1.4%	\$174	0.4%	\$46	0.5%
Lansdowne Place Mall	\$10,095	10.6%	\$5,856	12.4%	\$3,697	7.8%	\$409	4.3%
Parkway Centre	\$7,712	8.1%	\$2,385	5.0%	\$1,720	3.7%	\$109	1.2%
Mapleridge Place & Area	\$3,109	3.3%	\$1,741	3.7%	\$2,305	4.9%	\$65	0.7%
West of Lansdowne Mall	\$21,972	23.1%	\$6,666	14.1%	\$2,907	6.2%	\$348	3.7%
East of Lansdowne Mall	\$15,200	16.0%	\$10,405	22.0%	\$3,971	8.4%	\$738	7.8%
Peterborough By-Pass Area	\$4,219	4.4%	\$910	1.9%	\$168	0.4%	\$170	1.8%
Westmount & Area	\$509	0.5%	\$31	0.1%	.	.	\$78	0.8%
Portage Place	\$2,254	2.4%	\$1,224	2.6%	\$317	0.7%	.	.
Tower Hill	\$4	0.0%	\$392	0.8%	.	.	.	.
Wal-Mart & Area	\$11,425	12.0%	\$4,543	9.6%	\$2,841	6.0%	\$347	3.7%
<b>SUBTOTAL OTHER PETERBOROUGH</b>	<b>\$76,848</b>	<b>80.9%</b>	<b>\$34,799</b>	<b>73.7%</b>	<b>\$18,102</b>	<b>38.4%</b>	<b>\$2,311</b>	<b>24.5%</b>
Other Peterborough County	\$2,487	2.6%	\$3,110	6.6%	\$2,646	5.6%	\$118	1.3%
Orillia-Newmarket-Barrie	\$267	0.3%	\$143	0.3%	\$462	1.0%	.	.
Toronto	\$617	0.6%	\$110	0.2%	\$344	0.7%	\$433	4.6%
Whitby-Ajax-Pickering-Markham	\$1,847	1.9%	\$681	1.4%	\$1,612	3.4%	\$104	1.1%
Kingston	\$297	0.3%	\$14	0.0%	.	.	\$14	0.1%
Lindsay	\$216	0.2%	\$700	1.5%	\$16,269	34.5%	.	.
Bobcaygeon	\$50	0.1%	\$158	0.3%	\$2,209	4.7%	.	.
Fenlon Falls	.	.	\$210	0.4%	\$556	1.2%	.	.
Other Kawartha Lakes	.	.	\$1,101	2.3%	\$976	2.1%	.	.
Belleville	\$54	0.1%	\$22	0.0%	\$22	0.0%	\$1,478	15.7%
Lakefield	\$808	0.9%	\$703	1.5%	\$50	0.1%	\$59	0.6%
Cobourg	\$3	0.0%	.	.	\$577	1.2%	\$1,683	17.8%
Oshawa	\$643	0.7%	\$272	0.6%	\$1,461	3.1%	.	.
Northumberland	.	.	.	.	\$19	0.0%	\$57	0.6%
Campbellford	.	.	\$238	0.5%	.	.	\$2,773	29.4%
Other	\$1,866	2.0%	\$783	1.7%	\$1,342	2.8%	\$128	1.4%
<b>SUBTOTAL OUTSIDE CITY OF PETERBOROUGH</b>	<b>\$9,155</b>	<b>9.6%</b>	<b>\$8,244</b>	<b>17.5%</b>	<b>\$28,546</b>	<b>60.6%</b>	<b>\$6,846</b>	<b>72.6%</b>
<b>Total</b>	<b>\$94,988</b>	<b>100.0%</b>	<b>\$47,232</b>	<b>100.0%</b>	<b>\$47,108</b>	<b>100.0%</b>	<b>\$9,436</b>	<b>100.0%</b>

Qu. 1 - Department Store Purchases (Past Three Months)

LOCATION	Area							
	City of Peterborough		Peterborough County		Kawartha Lakes		Northumberland County	
	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %
Waterfront Area	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Commercial Core	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Charlotte St. BA	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Hunter St. BA	-	0.0%	-	0.0%	-	0.0%	-	0.0%
<b>SUBTOTAL DOWNTOWN</b>	-	<b>0.0%</b>	-	<b>0.0%</b>	-	<b>0.0%</b>	-	<b>0.0%</b>
Willowcreek Centre & Area	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Lansdowne Place Mall	\$55,960	36.7%	\$32,864	44.0%	\$22,369	29.2%	\$2,350	12.8%
Parkway Centre	\$29,605	19.4%	\$10,150	13.6%	\$9,127	11.9%	\$780	4.2%
Mapleridge Place & Area	-	0.0%	-	0.0%	-	0.0%	-	0.0%
West of Lansdowne Mall	-	0.0%	-	0.0%	-	0.0%	-	0.0%
East of Lansdowne Mall	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Peterborough By-Pass Area	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Westmount & Area	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Portage Place	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Tower Hill	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Wal-Mart & Area	\$64,867	42.6%	\$27,768	37.2%	\$17,849	23.3%	\$2,460	13.3%
<b>SUBTOTAL OTHER PETERBOROUGH</b>	<b>\$150,432</b>	<b>98.7%</b>	<b>\$70,782</b>	<b>94.8%</b>	<b>\$49,345</b>	<b>64.5%</b>	<b>\$5,590</b>	<b>30.3%</b>
Other Peterborough County	-	0.0%	\$200	0.3%	-	0.0%	-	0.0%
Orillia-Newmarket-Barrie	\$300	0.2%	\$620	0.8%	\$1,425	1.9%	-	0.0%
Toronto	\$300	0.2%	\$125	0.2%	\$350	0.5%	\$1,100	6.0%
Whitby-Ajax-Pickering-Markham	\$100	0.1%	-	0.0%	\$240	0.3%	\$500	2.7%
Kingston	\$100	0.1%	-	0.0%	-	0.0%	\$100	0.5%
Lindsay	-	0.0%	\$1,300	1.7%	\$17,015	22.2%	-	0.0%
Bobcaygeon	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Fenlon Falls	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Other Kawartha Lakes	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Belleville	-	0.0%	-	0.0%	-	0.0%	\$7,625	41.4%
Lakefield	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Cobourg	-	0.0%	-	0.0%	\$400	0.5%	\$3,115	16.9%
Oshawa	\$1,055	0.7%	\$450	0.6%	\$7,430	9.7%	-	0.0%
Northumberland	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Campbellford	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Other	\$100	0.1%	\$1,200	1.6%	\$310	0.4%	\$400	2.2%
<b>SUBTOTAL OUTSIDE CITY OF PETERBOROUGH</b>	<b>\$1,955</b>	<b>1.3%</b>	<b>\$3,895</b>	<b>5.2%</b>	<b>\$27,170</b>	<b>35.5%</b>	<b>\$12,840</b>	<b>69.7%</b>
<b>Total</b>	<b>\$152,387</b>	<b>100.0%</b>	<b>\$74,677</b>	<b>100.0%</b>	<b>\$76,515</b>	<b>100.0%</b>	<b>\$18,430</b>	<b>100.0%</b>

Qu. 2 - General Merchandise Store Purchases (Past Three Months)

LOCATION	Area							
	City of Peterborough		Peterborough County		Kawartha Lakes		Northumberland County	
	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %
Waterfront Area	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Commercial Core	\$205	0.5%	\$150	0.8%	.	0.0%	\$300	7.4%
Charlotte St. BA	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Hunter St. BA	.	0.0%	.	0.0%	.	0.0%	.	0.0%
<b>SUBTOTAL DOWNTOWN</b>	<b>\$205</b>	<b>0.5%</b>	<b>\$150</b>	<b>0.8%</b>	<b>.</b>	<b>0.0%</b>	<b>\$300</b>	<b>7.4%</b>
Willowcreek Centre & Area	\$45	0.1%	\$15	0.1%	.	0.0%	.	0.0%
Lansdowne Place Mall	\$20	0.0%	.	0.0%	.	0.0%	.	0.0%
Parkway Centre	\$4,991	12.3%	\$1,508	8.5%	\$325	1.0%	.	0.0%
Mapleridge Place & Area	\$550	1.4%	\$100	0.6%	\$20	0.1%	.	0.0%
West of Lansdowne Mall	\$6,628	16.4%	\$2,910	16.4%	\$1,150	3.6%	.	0.0%
East of Lansdowne Mall	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Peterborough By-Pass Area	\$210	0.5%	.	0.0%	.	0.0%	.	0.0%
Westmount & Area	\$310	0.8%	.	0.0%	.	0.0%	.	0.0%
Portage Place	\$800	2.0%	\$255	1.4%	\$10	0.0%	.	0.0%
Tower Hill	\$30	0.1%	.	0.0%	.	0.0%	.	0.0%
Wal-Mart & Area	\$6,821	16.8%	\$2,980	16.7%	\$608	1.9%	\$20	0.5%
<b>SUBTOTAL OTHER PETERBOROUGH</b>	<b>\$20,405</b>	<b>50.4%</b>	<b>\$7,768</b>	<b>43.6%</b>	<b>\$2,113</b>	<b>6.6%</b>	<b>\$20</b>	<b>0.5%</b>
Other Peterborough County	.	0.0%	\$1,190	6.7%	.	0.0%	.	0.0%
Orillia-Newmarket-Barrie	\$1,200	3.0%	\$400	2.2%	\$430	1.3%	.	0.0%
Toronto	\$1,100	2.7%	.	0.0%	.	0.0%	.	0.0%
Whitby-Ajax-Pickering-Markham	\$12,965	32.0%	\$4,559	25.6%	\$9,660	30.3%	\$200	4.9%
Kingston	\$350	0.9%	.	0.0%	.	0.0%	.	0.0%
Lindsay	\$635	1.6%	\$940	5.3%	\$14,490	45.4%	.	0.0%
Bobcaygeon	.	0.0%	\$20	0.1%	\$270	0.8%	.	0.0%
Fenlon Falls	.	0.0%	\$200	1.1%	\$490	1.5%	.	0.0%
Other Kawartha Lakes	.	0.0%	\$340	1.9%	\$2,570	8.1%	.	0.0%
Belleville	.	0.0%	.	0.0%	.	0.0%	\$100	2.5%
Lakefield	\$1,945	4.8%	\$1,235	6.9%	\$360	1.1%	\$420	10.3%
Cobourg	.	0.0%	.	0.0%	\$10	0.0%	\$340	8.4%
Oshawa	.	0.0%	.	0.0%	\$50	0.2%	.	0.0%
Northumberland	.	0.0%	.	0.0%	.	0.0%	\$55	1.4%
Campbellford	.	0.0%	\$590	3.3%	.	0.0%	\$2,630	64.7%
Other	\$1,680	4.1%	\$405	2.3%	\$1,455	4.6%	.	0.0%
<b>SUBTOTAL OUTSIDE CITY OF PETERBOROUGH</b>	<b>\$19,875</b>	<b>49.1%</b>	<b>\$9,879</b>	<b>55.5%</b>	<b>\$29,785</b>	<b>93.4%</b>	<b>\$3,745</b>	<b>92.1%</b>
<b>Total</b>	<b>\$40,485</b>	<b>100.0%</b>	<b>\$17,797</b>	<b>100.0%</b>	<b>\$31,898</b>	<b>100.0%</b>	<b>\$4,065</b>	<b>100.0%</b>



Qu. 3 - Fashion & Accessory Store Purchases (Past Three Months)

LOCATION	Area							
	City of Peterborough		Peterborough County		Kawartha Lakes		Northumberland County	
	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %
Waterfront Area	\$800	1.6%	\$150	0.8%	.	0.0%	.	0.0%
Commercial Core	\$4,225	8.3%	\$230	1.2%	\$150	0.5%	.	0.0%
Charlotte St. BA	\$600	1.2%	\$150	0.8%	.	0.0%	.	0.0%
Hunter St. BA	\$140	0.3%	.	0.0%	.	0.0%	.	0.0%
<b>SUBTOTAL DOWNTOWN</b>	<b>\$5,765</b>	<b>11.3%</b>	<b>\$530</b>	<b>2.7%</b>	<b>\$150</b>	<b>0.5%</b>	<b>.</b>	<b>0.0%</b>
Willowcreek Centre & Area	\$1,481	2.9%	\$663	3.4%	\$650	2.3%	.	0.0%
Lansdowne Place Mall	\$10,065	19.8%	\$3,778	19.5%	\$2,895	10.1%	\$540	26.5%
Parkway Centre	\$9,720	19.1%	\$3,521	18.2%	\$1,990	6.9%	.	0.0%
Mapleridge Place & Area	.	0.0%	.	0.0%	.	0.0%	.	0.0%
West of Lansdowne Mall	\$8,940	17.6%	\$2,620	13.6%	\$1,130	3.9%	\$65	3.2%
East of Lansdowne Mall	\$400	0.8%	.	0.0%	.	0.0%	.	0.0%
Peterborough By-Pass Area	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Westmount & Area	\$750	1.5%	.	0.0%	.	0.0%	.	0.0%
Portage Place	\$5,890	11.6%	\$3,555	18.4%	\$1,110	3.9%	.	0.0%
Tower Hill	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Wal-Mart & Area	\$50	0.1%	\$60	0.3%	.	0.0%	.	0.0%
<b>SUBTOTAL OTHER PETERBOROUGH</b>	<b>\$37,296</b>	<b>73.4%</b>	<b>\$14,197</b>	<b>73.5%</b>	<b>\$7,775</b>	<b>27.0%</b>	<b>\$605</b>	<b>29.7%</b>
Other Peterborough County	.	0.0%	\$200	1.0%	.	0.0%	.	0.0%
Orillia-Newmarket-Barrie	\$320	0.6%	.	0.0%	\$440	1.5%	.	0.0%
Toronto	\$1,300	2.6%	.	0.0%	\$60	0.2%	.	0.0%
Whitby-Ajax-Pickering-Markham	.	0.0%	.	0.0%	.	0.0%	\$40	2.0%
Kingston	.	0.0%	\$100	0.5%	.	0.0%	.	0.0%
Lindsay	\$155	0.3%	.	0.0%	\$12,942	45.0%	.	0.0%
Bobcaygeon	\$350	0.7%	\$970	5.0%	\$5,060	17.6%	.	0.0%
Fenlon Falls	.	0.0%	.	0.0%	\$220	0.8%	.	0.0%
Other Kawartha Lakes	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Belleville	\$315	0.6%	\$150	0.8%	.	0.0%	\$915	45.0%
Lakefield	\$2,000	3.9%	\$300	1.6%	.	0.0%	.	0.0%
Cobourg	.	0.0%	.	0.0%	\$200	0.7%	\$125	6.1%
Oshawa	\$2,596	5.1%	\$1,420	7.3%	\$660	2.3%	.	0.0%
Northumberland	.	0.0%	.	0.0%	.	0.0%	\$100	4.9%
Campbellford	.	0.0%	\$600	3.1%	.	0.0%	\$200	9.8%
Other	\$716	1.4%	\$860	4.4%	\$1,280	4.4%	\$50	2.5%
<b>SUBTOTAL OUTSIDE CITY OF PETERBOROUGH</b>	<b>\$7,752</b>	<b>15.3%</b>	<b>\$4,600</b>	<b>23.8%</b>	<b>\$20,862</b>	<b>72.5%</b>	<b>\$1,430</b>	<b>70.3%</b>
<b>Total</b>	<b>\$50,813</b>	<b>100.0%</b>	<b>\$19,327</b>	<b>100.0%</b>	<b>\$28,787</b>	<b>100.0%</b>	<b>\$2,035</b>	<b>100.0%</b>

Qu. 4 - Specialty Store Purchases (Past Three Months)

LOCATION	Area							
	City of Peterborough		Peterborough County		Kawartha Lakes		Northumberland County	
	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %
Waterfront Area	\$5,584	9.6%	\$1,634	6.2%	\$200	0.6%	\$500	5.2%
Commercial Core	\$4,249	7.3%	\$630	2.4%	.	0.0%	\$140	1.4%
Charlotte St. BA	\$625	1.1%	\$90	0.3%	.	0.0%	.	0.0%
Hunter St. BA	.	0.0%	.	0.0%	.	0.0%	.	0.0%
<b>SUBTOTAL DOWNTOWN</b>	<b>\$10,458</b>	<b>17.9%</b>	<b>\$2,354</b>	<b>8.9%</b>	<b>\$200</b>	<b>0.6%</b>	<b>\$640</b>	<b>6.6%</b>
Willowcreek Centre & Area	\$180	0.3%	\$150	0.6%	.	0.0%	.	0.0%
Lansdowne Place Mall	\$5,236	9.0%	\$1,552	5.9%	\$1,265	3.8%	\$20	0.2%
Parkway Centre	\$1,290	2.2%	\$1,090	4.1%	\$350	1.0%	.	0.0%
Mapleridge Place & Area	\$670	1.1%	\$815	3.1%	\$550	1.6%	.	0.0%
West of Lansdowne Mall	\$10,630	18.2%	\$3,748	14.2%	\$2,450	7.3%	\$310	3.2%
East of Lansdowne Mall	\$14,171	24.3%	\$3,484	13.2%	\$2,345	7.0%	\$755	7.8%
Peterborough By-Pass Area	\$1,720	2.9%	\$300	1.1%	\$960	2.9%	.	0.0%
Westmount & Area	\$465	0.8%	\$230	0.9%	.	0.0%	\$700	7.2%
Portage Place	\$6,307	10.8%	\$4,688	17.8%	\$1,325	4.0%	.	0.0%
Tower Hill	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Wal-Mart & Area	\$1,644	2.8%	\$300	1.1%	\$250	0.7%	.	0.0%
<b>SUBTOTAL OTHER PETERBOROUGH</b>	<b>\$42,313</b>	<b>72.5%</b>	<b>\$16,357</b>	<b>62.2%</b>	<b>\$9,495</b>	<b>28.5%</b>	<b>\$1,785</b>	<b>18.4%</b>
Other Peterborough County	\$251	0.4%	\$1,220	4.6%	\$50	0.1%	.	0.0%
Orillia-Newmarket-Barrie	\$100	0.2%	.	0.0%	\$270	0.8%	.	0.0%
Toronto	\$1,425	2.4%	\$460	1.7%	.	0.0%	\$80	0.8%
Whitby-Ajax-Pickering-Markham	\$155	0.3%	.	0.0%	\$590	1.8%	.	0.0%
Kingston	\$2,095	3.6%	.	0.0%	.	0.0%	.	0.0%
Lindsay	.	0.0%	\$3,300	12.5%	\$17,492	52.4%	.	0.0%
Bobcaygeon	.	0.0%	\$50	0.2%	\$2,720	8.2%	.	0.0%
Fenlon Falls	.	0.0%	\$1,010	3.8%	\$225	0.7%	.	0.0%
Other Kawartha Lakes	.	0.0%	.	0.0%	\$150	0.4%	.	0.0%
Belleville	\$75	0.1%	.	0.0%	\$200	0.6%	\$930	9.6%
Lakefield	\$40	0.1%	\$500	1.9%	.	0.0%	.	0.0%
Cobourg	\$25	0.0%	.	0.0%	.	0.0%	\$2,835	29.3%
Oshawa	\$575	1.0%	.	0.0%	\$430	1.3%	.	0.0%
Northumberland	.	0.0%	.	0.0%	\$20	0.1%	\$15	0.2%
Campbellford	.	0.0%	\$120	0.5%	.	0.0%	\$3,175	32.8%
Other	\$820	1.4%	\$945	3.6%	\$1,523	4.6%	\$215	2.2%
<b>SUBTOTAL OUTSIDE CITY OF PETERBOROUGH</b>	<b>\$5,561</b>	<b>9.5%</b>	<b>\$7,605</b>	<b>28.9%</b>	<b>\$23,670</b>	<b>70.9%</b>	<b>\$7,250</b>	<b>74.9%</b>
<b>Total</b>	<b>\$58,332</b>	<b>100.0%</b>	<b>\$26,316</b>	<b>100.0%</b>	<b>\$33,365</b>	<b>100.0%</b>	<b>\$9,675</b>	<b>100.0%</b>

Qu. 5 - Home Improvement & Outdoor Home Supplies Store Purchases (Past Three Months)

LOCATION	Area							
	City of Peterborough		Peterborough County		Kawartha Lakes		Northumberland County	
	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %
Waterfront Area	\$2,330	1.6%	\$440	0.4%	\$445	0.4%	.	0.0%
Commercial Core	\$15,407	10.8%	\$9,675	9.3%	\$1,950	1.9%	\$1,200	8.5%
Charlotte St. BA	\$5,246	3.7%	\$430	0.4%	\$160	0.2%	\$60	0.4%
Hunter St. BA	.	0.0%	.	0.0%	.	0.0%	.	0.0%
<b>SUBTOTAL DOWNTOWN</b>	<b>\$22,983</b>	<b>16.1%</b>	<b>\$10,545</b>	<b>10.1%</b>	<b>\$2,555</b>	<b>2.5%</b>	<b>\$1,260</b>	<b>8.9%</b>
Willowcreek Centre & Area	\$825	0.6%	\$4,070	3.9%	\$300	0.3%	\$350	2.5%
Lansdowne Place Mall	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Parkway Centre	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Mapleridge Place & Area	\$5,525	3.9%	\$4,935	4.7%	\$1,720	1.7%	\$500	3.5%
West of Lansdowne Mall	\$271	0.2%	\$1,300	1.2%	\$30	0.0%	.	0.0%
East of Lansdowne Mall	\$95,810	67.0%	\$59,652	57.1%	\$27,878	27.7%	\$5,000	35.3%
Peterborough By-Pass Area	\$6,095	4.3%	\$4,320	4.1%	\$20	0.0%	.	0.0%
Westmount & Area	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Portage Place	\$50	0.0%	.	0.0%	.	0.0%	.	0.0%
Tower Hill	.	0.0%	\$3,000	2.9%	.	0.0%	.	0.0%
Wal-Mart & Area	\$250	0.2%	\$80	0.1%	\$100	0.1%	.	0.0%
<b>SUBTOTAL OTHER PETERBOROUGH</b>	<b>\$108,826</b>	<b>76.1%</b>	<b>\$77,357</b>	<b>74.1%</b>	<b>\$30,048</b>	<b>29.9%</b>	<b>\$5,850</b>	<b>41.3%</b>
Other Peterborough County	\$8,670	6.1%	\$7,950	7.6%	\$15,560	15.5%	\$100	0.7%
Orillia-Newmarket-Barrie	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Toronto	.	0.0%	.	0.0%	\$1,500	1.5%	.	0.0%
Whitby-Ajax-Pickering-Markham	.	0.0%	.	0.0%	\$1,090	1.1%	.	0.0%
Kingston	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Lindsay	\$800	0.6%	\$90	0.1%	\$38,584	38.4%	.	0.0%
Bobcaygeon	.	0.0%	\$50	0.0%	\$3,455	3.4%	.	0.0%
Fenlon Falls	.	0.0%	\$395	0.4%	\$85	0.1%	.	0.0%
Other Kawartha Lakes	.	0.0%	\$6,000	5.7%	\$3,600	3.6%	.	0.0%
Belleville	.	0.0%	.	0.0%	.	0.0%	\$1,100	7.8%
Lakefield	\$925	0.6%	\$1,125	1.1%	.	0.0%	.	0.0%
Cobourg	.	0.0%	.	0.0%	.	0.0%	\$2,850	20.1%
Oshawa	\$180	0.1%	.	0.0%	\$400	0.4%	.	0.0%
Northumberland	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Campbellford	.	0.0%	\$200	0.2%	.	0.0%	\$2,925	20.6%
Other	\$540	0.4%	\$720	0.7%	\$3,670	3.7%	\$80	0.6%
<b>SUBTOTAL OUTSIDE CITY OF PETERBOROUGH</b>	<b>\$11,115</b>	<b>7.8%</b>	<b>\$16,530</b>	<b>15.8%</b>	<b>\$67,944</b>	<b>67.6%</b>	<b>\$7,055</b>	<b>49.8%</b>
<b>Total</b>	<b>\$142,924</b>	<b>100.0%</b>	<b>\$104,432</b>	<b>100.0%</b>	<b>\$100,547</b>	<b>100.0%</b>	<b>\$14,165</b>	<b>100.0%</b>

Qu. 6 - Home Furnishing Store Purchases (Past Six Months)

LOCATION	Area							
	City of Peterborough		Peterborough County		Kawartha Lakes		Northumberland County	
	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %
Waterfront Area	\$8,770	4.9%	\$9,950	13.6%	.	0.0%	.	0.0%
Commercial Core	\$5,510	3.1%	\$2,610	3.6%	\$200	0.4%	.	0.0%
Charlotte St. BA	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Hunter St. BA	.	0.0%	.	0.0%	.	0.0%	.	0.0%
<b>SUBTOTAL DOWNTOWN</b>	<b>\$14,280</b>	<b>7.9%</b>	<b>\$12,560</b>	<b>17.1%</b>	<b>\$200</b>	<b>0.4%</b>	<b>.</b>	<b>0.0%</b>
Willowcreek Centre & Area	.	0.0%	.	0.0%	\$250	0.5%	.	0.0%
Lansdowne Place Mall	\$1,275	0.7%	\$2,980	4.1%	\$35	0.1%	.	0.0%
Parkway Centre	\$8,080	4.5%	\$750	1.0%	\$430	0.9%	.	0.0%
Mapleridge Place & Area	\$10,620	5.9%	\$5,400	7.4%	\$12,000	25.2%	.	0.0%
West of Lansdowne Mall	\$105,997	58.9%	\$30,105	41.1%	\$13,120	27.5%	\$1,860	12.5%
East of Lansdowne Mall	\$4,388	2.4%	\$13,480	18.4%	\$400	0.8%	.	0.0%
Peterborough By-Pass Area	\$18,380	10.2%	\$1,300	1.8%	.	0.0%	.	0.0%
Westmount & Area	\$800	0.4%	.	0.0%	.	0.0%	.	0.0%
Portage Place	\$160	0.1%	\$250	0.3%	.	0.0%	.	0.0%
Tower Hill	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Wal-Mart & Area	\$181	0.1%	\$100	0.1%	.	0.0%	.	0.0%
<b>SUBTOTAL OTHER PETERBOROUGH</b>	<b>\$149,881</b>	<b>83.3%</b>	<b>\$54,365</b>	<b>74.2%</b>	<b>\$26,235</b>	<b>55.0%</b>	<b>\$1,860</b>	<b>12.5%</b>
Other Peterborough County	\$8,100	4.5%	\$6,100	8.3%	\$3,500	7.3%	.	0.0%
Orillia-Newmarket-Barrie	.	0.0%	.	0.0%	\$454	1.0%	.	0.0%
Toronto	\$370	0.2%	\$200	0.3%	\$550	1.2%	\$1,650	11.1%
Whitby-Ajax-Pickering-Markham	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Kingston	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Lindsay	.	0.0%	.	0.0%	\$6,770	14.2%	.	0.0%
Bobcaygeon	.	0.0%	\$20	0.0%	\$2,100	4.4%	.	0.0%
Fenlon Falls	.	0.0%	.	0.0%	\$2,450	5.1%	.	0.0%
Other Kawartha Lakes	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Belleville	.	0.0%	.	0.0%	.	0.0%	\$100	0.7%
Lakefield	.	0.0%	\$30	0.0%	.	0.0%	.	0.0%
Cobourg	.	0.0%	.	0.0%	\$3,000	6.3%	\$2,500	16.8%
Oshawa	\$200	0.1%	.	0.0%	\$1,200	2.5%	.	0.0%
Northumberland	.	0.0%	.	0.0%	.	0.0%	\$200	1.3%
Campbellford	.	0.0%	.	0.0%	.	0.0%	\$8,530	57.2%
Other	\$7,000	3.9%	.	0.0%	\$1,250	2.6%	\$63	0.4%
<b>SUBTOTAL OUTSIDE CITY OF PETERBOROUGH</b>	<b>\$15,670</b>	<b>8.7%</b>	<b>\$6,350</b>	<b>8.7%</b>	<b>\$21,274</b>	<b>44.6%</b>	<b>\$13,043</b>	<b>87.5%</b>
<b>Total</b>	<b>\$179,831</b>	<b>100.0%</b>	<b>\$73,275</b>	<b>100.0%</b>	<b>\$47,709</b>	<b>100.0%</b>	<b>\$14,903</b>	<b>100.0%</b>

Qu. 7 - Supermarket & Grocery Store Purchases (Past Month)

LOCATION	Area							
	City of Peterborough		Peterborough County		Kawartha Lakes		Northumberland County	
	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %
Waterfront Area	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Commercial Core	\$37,675	23.0%	\$11,950	16.3%	\$1,795	2.2%	\$500	2.8%
Charlotte St. BA	\$100	0.1%	.	0.0%	.	0.0%	.	0.0%
Hunter St. BA	\$2,240	1.4%	\$940	1.3%	\$50	0.1%	\$350	2.0%
<b>SUBTOTAL DOWNTOWN</b>	<b>\$40,015</b>	<b>24.5%</b>	<b>\$12,890</b>	<b>17.6%</b>	<b>\$1,845</b>	<b>2.2%</b>	<b>\$850</b>	<b>4.7%</b>
Willowcreek Centre & Area	\$13,523	8.3%	\$6,925	9.4%	\$1,150	1.4%	\$400	2.2%
Lansdowne Place Mall	\$18,971	11.6%	\$1,635	2.2%	\$2,340	2.8%	.	0.0%
Parkway Centre	\$21,265	13.0%	\$8,195	11.2%	\$3,235	3.9%	.	0.0%
Mapleridge Place & Area	\$12,600	7.7%	\$7,240	9.9%	\$3,415	4.1%	\$450	2.5%
West of Lansdowne Mall	\$24,493	15.0%	\$5,734	7.8%	\$4,915	5.9%	\$100	0.6%
East of Lansdowne Mall	\$960	0.6%	.	0.0%	.	0.0%	.	0.0%
Peterborough By-Pass Area	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Westmount & Area	\$5,889	3.6%	\$785	1.1%	\$290	0.4%	.	0.0%
Portage Place	\$9,095	5.6%	\$3,965	5.4%	\$845	1.0%	.	0.0%
Tower Hill	\$15,125	9.2%	\$5,775	7.9%	\$990	1.2%	.	0.0%
Wal-Mart & Area	\$1,000	0.6%	.	0.0%	.	0.0%	\$300	1.7%
<b>SUBTOTAL OTHER PETERBOROUGH</b>	<b>\$122,921</b>	<b>75.1%</b>	<b>\$40,254</b>	<b>54.9%</b>	<b>\$17,180</b>	<b>20.7%</b>	<b>\$1,250</b>	<b>7.0%</b>
Other Peterborough County	.	0.0%	\$11,260	15.4%	\$2,140	2.6%	\$370	2.1%
Orillia-Newmarket-Barrie	.	0.0%	.	0.0%	\$630	0.8%	.	0.0%
Toronto	.	0.0%	.	0.0%	\$20	0.0%	.	0.0%
Whitby-Ajax-Pickering-Markham	.	0.0%	.	0.0%	\$40	0.0%	.	0.0%
Kingston	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Lindsay	.	0.0%	\$1,365	1.9%	\$38,240	46.2%	.	0.0%
Bobcaygeon	.	0.0%	\$550	0.7%	\$9,310	11.2%	.	0.0%
Fenlon Falls	.	0.0%	\$950	1.3%	\$3,395	4.1%	.	0.0%
Other Kawartha Lakes	.	0.0%	\$1,740	2.4%	\$3,170	3.8%	.	0.0%
Belleville	.	0.0%	.	0.0%	.	0.0%	\$150	0.8%
Lakefield	\$400	0.2%	\$1,360	1.9%	.	0.0%	.	0.0%
Cobourg	.	0.0%	.	0.0%	\$500	0.6%	\$2,300	12.8%
Oshawa	\$55	0.0%	.	0.0%	\$700	0.8%	.	0.0%
Northumberland	\$250	0.2%	.	0.0%	\$80	0.1%	\$2,230	12.4%
Campbellford	.	0.0%	\$1,500	2.0%	.	0.0%	\$10,515	58.7%
Other	.	0.0%	\$1,465	2.0%	\$5,605	6.8%	\$250	1.4%
<b>SUBTOTAL OUTSIDE CITY OF PETERBOROUGH</b>	<b>\$705</b>	<b>0.4%</b>	<b>\$20,190</b>	<b>27.5%</b>	<b>\$63,830</b>	<b>77.0%</b>	<b>\$15,815</b>	<b>88.3%</b>
<b>Total</b>	<b>\$163,641</b>	<b>100.0%</b>	<b>\$73,334</b>	<b>100.0%</b>	<b>\$82,855</b>	<b>100.0%</b>	<b>\$17,915</b>	<b>100.0%</b>

Qu. 8 - Pharmacies & Personal Care Store Purchases (Past Month)

LOCATION	Area							
	City of Peterborough		Peterborough County		Kawartha Lakes		Northumberland County	
	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %
Waterfront Area	\$570	1.6%	\$100	0.6%	.	0.0%	.	0.0%
Commercial Core	\$6,705	18.9%	\$982	5.7%	\$50	0.3%	.	0.0%
Charlotte St. BA	\$700	2.0%	\$550	3.2%	.	0.0%	.	0.0%
Hunter St. BA	\$1,550	4.4%	\$695	4.0%	\$246	1.3%	.	0.0%
<b>SUBTOTAL DOWNTOWN</b>	<b>\$9,525</b>	<b>26.8%</b>	<b>\$2,327</b>	<b>13.5%</b>	<b>\$296</b>	<b>1.6%</b>	<b>.</b>	<b>0.0%</b>
Willowcreek Centre & Area	.	0.0%	\$13	0.1%	.	0.0%	.	0.0%
Lansdowne Place Mall	\$60	0.2%	\$280	1.6%	.	0.0%	.	0.0%
Parkway Centre	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Mapleridge Place & Area	\$2,931	8.3%	\$630	3.7%	\$310	1.7%	.	0.0%
West of Lansdowne Mall	\$7,005	19.7%	\$2,156	12.6%	\$935	5.1%	.	0.0%
East of Lansdowne Mall	\$1,870	5.3%	\$75	0.4%	.	0.0%	.	0.0%
Peterborough By-Pass Area	\$1,142	3.2%	\$585	3.4%	\$345	1.9%	\$1,000	27.3%
Westmount & Area	\$1,030	2.9%	\$30	0.2%	.	0.0%	.	0.0%
Portage Place	\$3,270	9.2%	\$650	3.8%	\$45	0.2%	.	0.0%
Tower Hill	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Wal-Mart & Area	\$6,677	18.8%	\$990	5.8%	\$1,270	7.0%	.	0.0%
<b>SUBTOTAL OTHER PETERBOROUGH</b>	<b>\$23,985</b>	<b>67.5%</b>	<b>\$5,409</b>	<b>31.5%</b>	<b>\$2,905</b>	<b>15.9%</b>	<b>\$1,000</b>	<b>27.3%</b>
Other Peterborough County	.	0.0%	\$4,201	24.5%	\$200	1.1%	\$620	17.0%
Orillia-Newmarket-Barrie	.	0.0%	.	0.0%	\$200	1.1%	.	0.0%
Toronto	\$80	0.2%	\$50	0.3%	.	0.0%	.	0.0%
Whitby-Ajax-Pickering-Markham	.	0.0%	\$250	1.5%	\$100	0.5%	.	0.0%
Kingston	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Lindsay	.	0.0%	\$30	0.2%	\$11,111	60.9%	.	0.0%
Bobcaygeon	.	0.0%	.	0.0%	\$2,020	11.1%	.	0.0%
Fenlon Falls	.	0.0%	\$100	0.6%	\$110	0.6%	.	0.0%
Other Kawartha Lakes	.	0.0%	\$1,590	9.3%	\$760	4.2%	.	0.0%
Belleville	.	0.0%	.	0.0%	.	0.0%	.	0.0%
Lakefield	\$720	2.0%	\$1,642	9.6%	.	0.0%	.	0.0%
Cobourg	.	0.0%	.	0.0%	.	0.0%	\$485	13.3%
Oshawa	.	0.0%	\$25	0.1%	\$125	0.7%	.	0.0%
Northumberland	.	0.0%	.	0.0%	\$100	0.5%	.	0.0%
Campbellford	.	0.0%	\$170	1.0%	.	0.0%	\$1,432	39.2%
Other	\$1,215	3.4%	\$1,385	8.1%	\$330	1.8%	\$120	3.3%
<b>SUBTOTAL OUTSIDE CITY OF PETERBOROUGH</b>	<b>\$2,015</b>	<b>5.7%</b>	<b>\$9,443</b>	<b>55.0%</b>	<b>\$15,056</b>	<b>82.5%</b>	<b>\$2,657</b>	<b>72.7%</b>
<b>Total</b>	<b>\$35,525</b>	<b>100.0%</b>	<b>\$17,179</b>	<b>100.0%</b>	<b>\$18,257</b>	<b>100.0%</b>	<b>\$3,657</b>	<b>100.0%</b>

**Figure F-3**

**PETERBOROUGH & AREA TELEPHONE CONSUMER SURVEY**

SURVEY ID

For Office Use

Interviewer: \_\_\_\_\_  
Date of Interview: \_\_\_\_\_

Verified by: \_\_\_\_\_

Good \_\_\_\_\_. My name is \_\_\_\_\_ of Network Research Inc., a market research company. We are conducting a survey of people's shopping habits and I would like to ask you a few questions. I assure you we are not selling anything.

**A. Are you a permanent or seasonal resident?**

YES: GO TO QUESTION B.

NO: TERMINATE INTERVIEW. THIS IS NOT A COMPLETED SURVEY.

Interviewer, Please watch Quota - 75% female / 25% male

**B. Are you over the age of 19 and the primary shopper in your home?**

YES: GO TO QUESTION C.

NO: ASK FOR SOMEONE WHO IS AND RE-INTRODUCE.

**C. In the last THREE MONTHS, have you done any shopping whatsoever?**

YES: GO TO QUESTION D.

NO: TERMINATE INTERVIEW. THIS IS NOT A COMPLETED SURVEY.

**D. INTERVIEWER: Circle the appropriate SAMPLING AREA.**

Interviewer, Please watch Quota

Circle Area	FSA		# of Surveys
1	K9H, K9J, K9K, K9L	City of Peterborough	400
2	K0L	Galway/Cavendish/Harvey	16
3	K0L	Burleigh/Anstruther/Chandos	7
4	K0L	Ennismore/Smith	53
5	K0L	Doura/Drummer	21
6	K0L	Belmont/Methuen/Havelock	14
7	K0L	Cavan/Millbrook/N. Monaghan	27
8	K0L	Otonabee/S. Monaghan	23
9	K0L	Asphodel/Norwood	13
10	K9V	Lindsay/Kawartha Lakes	60
11	K0M	Bexely/Somerville	13
12	K0M	Fenelon	28
13	K0M	Verulam	24
14	K0M	Emily	26
15	K0M	Ops	13
16	K0M	Manvers	18
17	K0L	Alnwick	7
18	K0L	Percy	13
19	K0L	Seymour	24

**INTERVIEWER: Please record data below and continue with survey**

Phone Number: \_\_\_\_\_

Postal Code [6 digits]

--	--	--	--	--	--

Time Started: \_\_\_\_\_ am / pm

Time Finished: \_\_\_\_\_ am / pm

**INTERVIEWER: Please ensure that information is complete, then proceed to Question 1a.**

**1 a)** In the past **THREE MONTHS**, have you shopped in a **DEPARTMENT STORE**, such as The Bay, Sears, Zellers or Wal-Mart?

Yes ..... 1 **[GO TO QUESTION 1 b)]**  
 No ..... 2 **[SKIP TO QUESTION 2 a)]**

**1 b)** What is the name of the store and where is it located?

**1 c)** About how much did you spend during the past **THREE MONTHS** at this store?

**ASK THESE QUESTIONS TOGETHER**

1 b) Name of Store	1 b) Location	CODE	1 c) Amount Spent
Sears	Lansdowne Place Mall	2	\$ .....00
Wal-Mart	1002 Chemong Road	15	\$ .....00
Zellers	The Parkway Centre on Lansdowne Street West	3	\$ .....00
Any Store	Lindsay/Kawartha Lakes	50	\$ .....00
			\$ .....00
			\$ .....00
			\$ .....00
Other	SPECIFY	99	\$ .....00
Other	SPECIFY	99	\$ .....00

**1 d)** Have you shopped at any other **DEPARTMENT STORES** in the past **THREE MONTHS**?

**IF YES, REPEAT QUESTION 1 b) to 1 c) above as often as necessary.**

**2 a)** In just the past **THREE MONTHS**, have you shopped at at any of the following **GENERAL MERCHANDISE** stores?

	Circle				Circle			
(i)	A Canadian Tire store	Yes	1	[GO TO 2 b)	No	2	[SKIP TO (ii)]	
(ii)	A warehouse membership Club, such as Costco or Sam's Club?	Yes	1	[GO TO 2 b)	No	2	[SKIP TO (iii)]	
(iii)	A dollar store, variety store or general store?	Yes	1	[GO TO 2 b)	No	2	GO TO 3 a)	

**FOR EACH "YES" RESPONSE, ASK THE FOLLOWING QUESTIONS TOGETHER**

**2 b)** What is the name of the store and where is it located?

**2 c)** About how much did you spend during the **PAST THREE MONTHS** at this store in **TOTAL**?

**ASK THESE QUESTIONS TOGETHER**

2 b) Name of Store	2 b) Location		2 c) Amount Spent in Total
A Buck or Two	Peterborough Square on George Street North - Downtown	10	\$ .....00
The Bargain Shop	Market Plaza on George Street - Downtown	9	\$ .....00
The Bargain Shop	Brookdale Mall on Chemong Road	15	\$ .....00
Canadian Tire	1050 Chemong Road	15	\$ .....00
Canadian Tire	Summit Plaza on Lansdowne Street West	5	\$ .....00
Discounts and Deals	Portage Place on Chemong Road	13	\$ .....00
Dollar Discount	385 George Street North at Hunter Street West - Downtown	10	\$ .....00
Dollarama	Parkway Centre on Lansdowne Street West	3	\$ .....00
Dollarama	Brookdale Mall on Chemong Road	15	\$ .....00
G&P Milk & Variety	709 George Street North at Parkhill Road West	15	\$ .....00
Giant Tiger	2704 Lakefield Road at 5th Line	99	\$ .....00
Rural Route Co-Op	901 Lansdowne Street West	5	\$ .....00
Shoppers Discount	Willowcreek Centre on Lansdowne Street East	1	\$ .....00
Wacky Wizard	Mapleridge Plaza on Lansdowne Street West	4	\$ .....00
Any Store	Lindsay/Kawartha Lakes	50	\$ .....00
			\$ .....00
			\$ .....00
			\$ .....00
OTHER	SPECIFY	99	\$ .....00
OTHER	SPECIFY	99	\$ .....00

**2 d)** Have you shopped at any other **GENERAL MERCHANDISE** stores in the past **THREE MONTHS**?

**IF YES, REPEAT QUESTION 2 b) to 2 c) above as often as necessary. Repeat this sequence for all 2 a) questions, (i) to (iii).**



3 a) In just the PAST THREE MONTHS, have you shopped at any of the following FASHION or ACCESSORY stores?

		Circle			Circle	
(i)	A clothing store?	Yes	1	[GO TO 3 b)	No	2 [SKIP TO (ii)]
(ii)	A shoe store?	Yes	1	[GO TO 3 b)	No	2 [SKIP TO (iii)]
(iii)	A luggage, leather goods, clothing accessory or jewellery store?	Yes	1	[GO TO 3 b)	No	2 GO TO 4 a)

FOR EACH "YES" RESPONSE, ASK THE FOLLOWING QUESTIONS TOGETHER

3 b) What is the name of the store and where is it located?

3 c) About how much did you spend during the past THREE MONTHS at this store?

3 b)		3 b)		3 c)	
Name of Store	Location Shopping Centre/Street Location/Community			Amount Spent	
Athletes World	Portage Place on Chemong Road	13	\$		.00
Cheslers Healthwalk Shoes	Parkway Place on Lansdowne Street West	5	\$		.00
Cleo	Portage Place on Chemong Road	13	\$		.00
Cotton Giny	Portage Place on Chemong Road	13	\$		.00
Foot Locker	Lansdowne Place Mall	2	\$		.00
Garage Clothing	Lansdowne Place Mall	2	\$		.00
Le Chateau	Lansdowne Place Mall	2	\$		.00
Leisurewear Factory Outlet	Lansdowne Plaza - Lansdowne Street West	5	\$		.00
MarksWorkWarehouse	Parkway Place on Lansdowne Street West	5	\$		.00
Moore's	Consumers Plaza on Lansdowne Street West	5	\$		.00
Payless Shoe Source	Portage Place on Chemong Road	13	\$		.00
Penningtons	Willowcreek Centre on Lansdowne Street East	1	\$		.00
Reitmans	Parkway Centre on Lansdowne Street West	3	\$		.00
Ricki's/ Bootlegger	Lansdowne Place Mall	2	\$		.00
Ricki's/ Bootlegger	Portage Place on Chemong Road	13	\$		.00
Sheila's Classic Lane	69 George Street North at Rink Street - Downtown	9	\$		.00
The Shoe Company	Parkway Centre on Lansdowne Street West	3	\$		.00
Smart Set	Lansdowne Place Mall	2	\$		.00
Spring	Lansdowne Place Mall	2	\$		.00
Stitches	peterborough square on George Street North - Downtown	10	\$		.00
Stitches	Lansdowne Place Mall	2	\$		.00
Suzy Shier	Lansdowne Place Mall	2	\$		.00
Suzy Shier	Portage Place on Chemong Road	13	\$		.00
Tip Top Tailors	Lansdowne Place Mall	2	\$		.00
Warehouse One	Portage Place on Chemong Road	13	\$		.00
West 49	Lansdowne Place Mall	2	\$		.00
Winners	Parkway Centre on Lansdowne Street West	3	\$		.00
Any Store	Lindsay/Kawartha Lakes	50	\$		.00
			\$		.00
			\$		.00
			\$		.00
OTHER	SPECIFY	99	\$		.00
OTHER	SPECIFY	99	\$		.00

3 d) Have you shopped at any other FASHION OR ACCESSORY STORE in the past THREE MONTHS?

IF YES, REPEAT QUESTION 3 b) to 3 c) above as often as necessary. Repeat this sequence for all 3 a) questions, (i) to (iii).

4 a) In just the past THREE MONTHS, have you shopped at any of the following SPECIALTY STORES?

		Circle		Circle	
(i) An office supply, stationery, book or card shop?	Yes	1	GO TO 4 b)	No	2 [SKIP TO (ii)]
(ii) A sporting goods, hobby, toy, game, art or artist supply store?	Yes	1	GO TO 4 b)	No	2 [SKIP TO (iii)]
(iii) A sewing, needlework or fabric store?	Yes	1	GO TO 4 b)	No	2 [SKIP TO (iv)]
(iv) A musical instrument, music, CD or tape store?	Yes	1	GO TO 4 b)	No	2 [SKIP TO (v)]
(v) A florist, pet, pet supply or swimming pool accessory store?	Yes	1	GO TO 4 b)	No	2 [SKIP TO (vi)]
(vi) A gift, novelty, souvenir, collectors item or second hand/antique store?	Yes	1	GO TO 4 b)	No	2 Go to 5 a)

FOR EACH "YES" RESPONSE, ASK THE FOLLOWING QUESTIONS TOGETHER

4 b) What is the name of the store and where is it located?

4 c) About how much did you spend during the past THREE MONTHS at this store?

4 b)		4 b)		4 c)	
Name of Store	Location			Amount Spent	
	Shopping Centre/Street Location/Community		Office Use		
Animalia	901 Lansdowne Street West at the Parkway	5		\$	.00
Carlton Cards	Lansdowne Place Mall	2		\$	.00
Chapters	Lansdowne Street West	5		\$	.00
Country Craft Store	419 George Street North at Hunter Street West- Downtown	10		\$	.00
Cyclepath	Charlotte Mews on Simcoe Street - Downtown	10		\$	.00
Discount Office Supply Store	Lansdowne Plaza on Lansdowne Street West	5		\$	.00
Fabric World	Market Plaza on George Street - Downtown	9		\$	.00
Half Price Books	Peterborough Square on George Street North - Downtown	9		\$	.00
Hallmark	Lansdowne Place Mall	2		\$	.00
Hobie's Sports	Charlotte Mews on Simcoe Street - Downtown	10		\$	.00
Karolina Pet Bakery & Toys	341 George Street North at Simcoe Street - Downtown	10		\$	.00
National Sports	Market Plaza on George Street - Downtown	9		\$	.00
Paulmac's	745 Lansdowne Street West (Close to Lansdowne Place Mall)	5		\$	.00
Paulmac's	1550 Lansdowne Street West at Kawartha Heights Boulevard	4		\$	.00
Pet Valu	139 George Street North at Townsend Street - Downtown	9		\$	.00
Pet Valu	Summit Plaza - Lansdowne Street West	5		\$	.00
Pet Valu	Brookdale Mall on Chemong Road	15		\$	.00
Pet-A-Rama	Consumers Plaza - Lansdowne Street West	5		\$	.00
Sport Mart	Parkway Centre on Lansdowne Street West	3		\$	.00
Sports Chek	Lansdowne Place Mall	2		\$	.00
Staples Business Depot	Portage Place on Chemong Road	13		\$	.00
Staples Business Depot	Park Business Centre - Park Street North & Lansdowne Street West	6		\$	.00
Value Village	1101 Lansdowne Street West at Webber Avenue	5		\$	.00
Any Store	Lindsay/Kawartha Lakes	50		\$	.00
				\$	.00
				\$	.00
OTHER	SPECIFY	99		\$	.00
OTHER	SPECIFY	99		\$	.00

4 d) Have you shopped at any other of these SPECIALTY stores in the past THREE MONTHS?

IF YES, REPEAT QUESTION 4 b) to 4 c) above as often as necessary. Repeat this sequence for all 4 a) questions, (i) to (vi).

5 a) In the past THREE MONTHS, have you shopped at any of the following HOME IMPROVEMENT or OUTDOOR HOME SUPPLIES stores?

		Circle		Circle	
(i) A home improvement centre or hardware store?	Yes	1	GO TO 5 b)	No	2 [SKIP TO (ii)]
(ii) A paint and wallpaper store?	Yes	1	GO TO 5 b)	No	2 [SKIP TO (iii)]
(iii) Other building material and home supply stores, including plumbing and electrical supply stores?	Yes	1	GO TO 5 b)	No	2 [SKIP TO (iv)]
(iv) A nursery or garden centre?	Yes	1	GO TO 5 b)	No	2 GO TO 6 a)

5 b) What is the name of the store and where is it located?

5 c) About how much did you spend during the past THREE MONTHS at this store?

ASK THESE QUESTIONS TOGETHER

5 b)		5 b)		5 c)	
Name of Store	Location				Amount Spent
	Shopping Centre/Street Location/Community	Office Use			
Home Depot	500 Lansdowne Street West at Park Street	6		\$	.00
Home Building Centre	1460 Lansdowne Street West at Kawartha Heights Boulevard	4		\$	.00
Tim-Br Mart	309 Lansdowne Street East at Ashburnham Drive	1		\$	.00
Benjamin Moore Paints	254 Charlotte Street at Aylmer Street North - Downtown	11		\$	.00
Colour Your World	39 George Street at Perry Street - Downtown	9		\$	.00
Alf Curtis Home Improvement	370 Parkhill Road East at Canal Road	15		\$	.00
Home Hardware	167 Simcoe Street at George Street North - Downtown	10		\$	.00
Rona	Voyageur Place on Lansdowne Street West	6		\$	.00
TSC	147 Lansdowne Street East at Ashburnham Drive	1		\$	.00
Hotner's Greenhouse	1550 Lansdowne Street West at Kawartha Heights Boulevard	4		\$	.00
Canada Fastenal	747 Erskine Ave. at The Queensway	5		\$	.00
Any Store	Lindsay/Kawartha Lakes	50		\$	.00
				\$	.00
				\$	.00
				\$	.00
				\$	.00
				\$	.00
				\$	.00
OTHER	SPECIFY	99		\$	.00
OTHER	SPECIFY	99		\$	.00

5 d) Have you shopped at any other BUILDING or OUTDOOR HOME SUPPLY store in the PAST THREE MONTHS?

IF YES, REPEAT QUESTION 5 b) to 5 c) above as often as necessary. Repeat this sequence for all 5 a) questions, (i) to (iv).

INTERVIEWER: THE FOLLOWING QUESTION IS FOR SHOPPING HABITS IN THE PAST SIX MONTHS

6 a) In just the past SIX MONTHS, have you shopped at any of the following HOME FURNISHINGS stores?

		Circle		Circle	
(i) A furniture store, appliance store, TV or electronics store?	Yes	1	GO TO 6 b)	No	2 [SKIP TO (ii)]
(ii) A camera, photographic supply, or computer and software store?	Yes	1	GO TO 6 b)	No	2 [SKIP TO (iii)]
(iii) A lighting, floor covering, or window covering store?	Yes	1	GO TO 6 b)	No	2 [SKIP TO (iv)]
(iv) A kitchen, tableware, bedding, linen or picture frame and print store?	Yes	1	GO TO 6 b)	No	2 GO TO 7 a)

FOR EACH "YES" RESPONSE, ASK THE FOLLOWING QUESTIONS TOGETHER

6 b) What is the name of the store and where is it located?

6 c) About how much did you spend during the past SIX MONTHS at this store?

6 b) Name of Store	6 b) Location	Office Use	6 c) Amount Spent
Shopping Centre/Street Location/Community			
Bell World	746 Lansdowne Street West at High Street	5	\$ .00
Bennett's Home Furn.	700 Consilia Avenue at Lansdowne Street West	5	\$ .00
Best Carpet	645 The Queensway	7	\$ .00
Blacks	Lansdowne Place Mall	2	\$ .00
The Brick	Summit Plaza - Lansdowne Street West	5	\$ .00
Classic Rattan	225 George Street North at Sherbrooke Street - Downtown	10	\$ .00
Easy Home	Market Plaza on George Street North - Downtown	9	\$ .00
Future Shop	1101 Lansdowne Street West at Webber Avenue	5	\$ .00
Game Power	Brookdale Mall on Chemong Road	15	\$ .00
Hendrix Kitchen Supply	147 Lansdowne Street East at Ashburnham Drive	1	\$ .00
Home-ology	Peterborough Square on George Street North - Downtown	10	\$ .00
Home Sense	Parkway Centre - Lansdowne Street West	3	\$ .00
JYSK	Peterborough Crossing - Lansdowne Street West	5	\$ .00
Knock On Wood	440 George Street North at Brock Street - Downtown	10	\$ .00
Leon's	1731 Lansdowne Street West at Brealey Drive	4	\$ .00
L.R. Brown Audio Visual Ltd.	674 The Parkway at The Kingsway	7	\$ .00
Master Bedroom Waterbed	871 Webber Avenue at Lansdowne Street West	5	\$ .00
MicroAge	753 Erskine Avenue at The Queensway	5	\$ .00
Quan TV Appliances	Brealey Plaza on Lansdowne Street West	4	\$ .00
Sleep Country	Consumer's Plaza - Lansdowne Street West	5	\$ .00
The Source By Circuit City	Portage Place on Chemong Road	13	\$ .00
The Source By Circuit City	Lansdowne Place Mall	2	\$ .00
The Source By Circuit City	Parkway Centre - Lansdowne Street West	3	\$ .00
Stradwick's Flooring	799 Erskine Avenue at Borden Avenue	7	\$ .00
United Furniture Warehouse	1230 Lansdowne Street West at Consilia Avenue	5	\$ .00
Any Store	Lindsay/Kawartha Lakes	50	\$ .00
			\$ .00
OTHER	SPECIFY	99	\$ .00
OTHER	SPECIFY	99	\$ .00

6 d) Have you shopped at any other HOME FURNISHING STORE in the PAST SIX MONTHS?

IF YES, REPEAT QUESTION 6 b) to 6 c) above as often as necessary. Repeat this sequence for all 6 a) questions, (i) to (iv).

INTERVIEWER: THE FOLLOWING QUESTIONS ARE FOR SHOPPING HABITS IN THE PAST MONTH

7 a) In just the past MONTH, have you shopped at any SUPERMARKETS OR GROCERY stores?

Yes ..... 1 [GO TO QUESTION 7 b)]

No ..... 2 [SKIP TO QUESTION 8 a)]

FOR EACH "YES" RESPONSE, ASK THE FOLLOWING QUESTIONS TOGETHER

7 b) What is the name of the store and where is it located?

7 c) About how much did you spend during the past MONTH at this store?

ASK THESE QUESTIONS TOGETHER

7 b) Name of Store	7 b) Location Shopping Centre/Street Location/Community	Office Use	7 c) Amount Spent
A&P	Portage Place on Chemong Road	13	\$ .00
Farm Boy	754 Lansdowne Street West at High Street	5	\$ .00
IGA	142 Hunter Street East at Rogers Street	12	\$ .00
IGA	760 Sherbrooke Street at Clonsilla Avenue	8	\$ .00
Morello's Independent Grocer	Willowcreek Centre - Lansdowne Street East	1	\$ .00
Loblaws	Lansdowne Place Mall	2	\$ .00
No Frills	230 George Street at Sherbrooke - Downtown	10	\$ .00
No Frills	Mapleridge Plaza on Lansdowne Street West	4	\$ .00
Price Chopper	181 Brock Street at George Street - Downtown	10	\$ .00
Price Chopper	Parkway Centre on Lansdowne Street West	3	\$ .00
Sobey's	Summit Plaza on Lansdowne Street West	5	\$ .00
Sobey's	Tower Hill Centre on Chemong Road	14	\$ .00
Any Store	Lindsay/Kawartha Lakes	50	\$ .00
		50	\$ .00
			\$ .00
			\$ .00
			\$ .00
			\$ .00
			\$ .00
			\$ .00
			\$ .00
OTHER	SPECIFY	99	\$ .00
OTHER	SPECIFY	99	\$ .00

7 d) Have you shopped at any other SUPERMARKET or GROCERY store in the PAST MONTH?

IF YES, REPEAT QUESTION 7 b) to 7 c) above as often as necessary.

8 a) In just the past MONTH, have you shopped at any of the following PHARMACIES or PERSONAL CARE stores?

		Circle			Circle	
(i) A pharmacy, drug store or health nutrition store?	Yes	1	GO TO	8 b)	No	2 [SKIP TO (ii)]
(ii) A cosmetics, beauty supply or perfume store?	Yes	1	GO TO	8 b)	No	2 [SKIP TO (iii)]
(iii) An optical goods store?	Yes	1	GO TO	8 b)	No	2 GO TO 9 a)

FOR EACH "YES" RESPONSE, ASK THE FOLLOWING QUESTIONS TOGETHER

8 b) What is the name of the store and where is it located?

8 c) About how much did you spend during the past MONTH at this store?

ASK THESE QUESTIONS TOGETHER

8 b) Name of Store	8 b) Location		8 c) Amount Spent
	Shopping Centre/Street Location/Community	Office Use	
I.D.A	769 Park Street at Braidwood Avenue	7	\$ .00
Pharma Save	Market Plaza on George Street North - Downtown	9	\$ .00
Pharma Save	1040 Lansdowne Street West at Rye Street	5	\$ .00
Shoppers Drug Mart	Portage Place on Chemong Road	13	\$ .00
Shoppers Drug Mart	225 Charlotte Street at Aylmer Street North - Downtown	10	\$ .00
Shoppers Drug Mart	Brookdale Mall on Chemong Road	15	\$ .00
Shoppers Drug Mart	745 Lansdowne Street West - Just west of Lansdowne Place Mall	5	\$ .00
Shoppers Drug Mart	Mapleridge Plaza on Lansdowne Street West	4	\$ .00
Sullivan's Pharmacy	71 Hunter Street East at Mark Street - Downtown	12	\$ .00
The Medicine Shoppe Pharmacy	Spirit Plaza on Chemong Road	15	\$ .00
Westmont Pharmacy	598 Charlotte Street at Monaghan Road North	8	\$ .00
The Body Shop	Lansdowne Place Mall	2	\$ .00
BOS Beauty Supply	Willowcreek Centre on Lansdowne Street East	1	\$ .00
Global Perfume & Cosmetics	Peterborough Square on George Street	10	\$ .00
Mountain Beauty Supply	424 George Street North at Hunter Street West	10	\$ .00
Simple	370 George Street North at Simcoe Street	10	\$ .00
Kawartha Optical	Portage Place on Chemong Road	13	\$ .00
Pearle Vision	328 Charlotte Street at Reid Street	11	\$ .00
Towne Optical Factory Outlet	580 The Queensway	7	\$ .00
Nelms Optical	156 Charlotte Street at George Street North	10	\$ .00
Optical Outlet	Brookdale Mall on Chemong Road	15	\$ .00
Hakim Optical	Market Plaza on George Street North	9	\$ .00
The Spectacle Boutique	251 Charlotte Street at Aylmer Street North	10	\$ .00
Any Store	Lindsay/Kawartha Lakes	50	\$ .00
			\$ .00
			\$ .00
OTHER	SPECIFY	99	\$ .00
OTHER	SPECIFY	99	\$ .00

8 d) Have you shopped at any other specialty food or convenience store in the PAST MONTH?

IF YES, REPEAT QUESTION 8 b) to 8 c) above as often as necessary. Repeat this sequence for all 8 a) questions, (i) to (iii).

13 ) How many persons live in your household?

ENTER NO.

14 ) In which of the following age groups are you?

[READ LIST]

Circle One

Under 25	1
25-34	2
35-44	3
45-54	4
55-64	5
65 and over	6
REFUSED (DO NOT READ)	7

INTERVIEW COMPLETED WITH: PLEASE RECORD

Male primary shopper	1
Female primary shopper	2

THANK YOU VERY MUCH FOR YOUR TIME AND CO-OPERATION

## **Appendix G: Adjustment of 2000 Expenditures**

In the 2000 RMDS the results of the telephone survey were coded by Standard Industrial Classification. In order to compare the survey results of our 2007 results, the 2000 RMDS telephone results shown in Appendix F – Consumer Telephone Survey Results have been updated to reflect the North American Industrial Classification. The original results are shown by Primary Trade Area and Secondary Trade Area,



Primary Trade Area Results

Expenditure Results for Residents of the Primary Trade Area

Store Type	CBD Peterborough Downtown	CBD Peterborough Square	East City (Hunter St.)	Chemong Park Pl. & Brookdale Pl. (Chmong S.)	Portage Place (Chemong N.)	Lansdowne W. of Pkwy. Summit Pl. & Clonsilla Area	Lansdowne W. of Pkwy. Peterb. Place/ Parkway Place/ Mapleridge Pl.	Lansdowne E. of Pkwy. Zellers Plaza	Lansdowne E. of Pkwy. Erskine Pl. Peterb. Mews Pkark St. S	Lansdowne E. of Pkwy. Lansdowne Place	Lansdowne East Willowcreek Plaza Area	Other Peterb. Locations	All Peterb. Locations	Outflow	Grand Total
Department Stores	\$0	\$33,074	\$0	\$0	\$26,261	\$0	\$0	\$14,953	\$0	\$0	\$0	\$0	\$74,288	\$3,400	\$77,688
General Merchandise Stores	\$3,332	\$0	\$0	\$2,228	\$525	\$0	\$0	\$107	\$2,680	\$629	\$108	\$0	\$9,609	\$2,715	\$12,324
Mail Order Catalogue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$9,621	\$9,621
Apparel Accessories	\$6,647	\$1,263	\$330	\$600	\$5,080	\$0	\$3,335	\$200	\$2,436	\$8,482	\$754	\$700	\$29,827	\$3,065	\$32,892
Other Specialty DSFM Stores															
Book	\$521	\$443	\$13	\$15	\$969	\$100	\$0	\$45	\$0	\$1,803	\$18	\$0	\$3,927	\$764	\$4,691
Camera	\$1,425	\$44	\$14	\$0	\$545	\$0	\$330	\$0	\$0	\$1,337	\$25	\$0	\$3,720	\$760	\$4,480
Jewellery	\$540	\$315	\$0	\$0	\$483	\$0	\$0	\$0	\$0	\$2,709	\$0	\$90	\$4,137	\$65	\$4,202
Sporting Goods	\$530	\$165	\$60	\$0	\$150	\$400	\$2,495	\$0	\$0	\$820	\$0	\$0	\$4,620	\$3,147	\$7,767
Toy/Hobby	\$60	\$0	\$135	\$0	\$40	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$235	\$195	\$430
Pet Stores	\$1,374	\$0	\$0	\$1,124	\$80	\$549	\$3	\$0	\$1,677	\$130	\$202	\$30	\$5,169	\$1,000	\$6,169
Garden Centre	\$325	\$0	\$60	\$40	\$100	\$420	\$3,177	\$5	\$30	\$60	\$130	\$742	\$5,089	\$580	\$5,669
Office Supply	\$1,426	\$0	\$0	\$0	\$290	\$0	\$140	\$0	\$255	\$632	\$35	\$20	\$2,798	\$235	\$3,033
Subtotal	\$6,201	\$967	\$282	\$1,179	\$2,657	\$1,469	\$6,145	\$50	\$1,962	\$7,491	\$410	\$882	\$29,695	\$6,746	\$36,441
Home Furnishings Stores													\$0	\$0	
Furniture	\$2,390	\$0	\$0	\$0	\$0	\$16,508	\$1,800	\$0	\$780	\$0	\$0	\$0	\$21,478	\$1,220	\$22,698
Electronics	\$656	\$112	\$0	\$150	\$70	\$0	\$0	\$0	\$8,600	\$3,283	\$0	\$160	\$13,031	\$3,457	\$16,488
Lighting	\$0	\$0	\$250	\$0	\$0	\$650	\$1,500	\$0	\$613	\$75	\$0	\$65	\$3,153	\$3,404	\$6,557
Hardware/Paint	\$2,713	\$0	\$0	\$295	\$0	\$3,660	\$0	\$0	\$1,228	\$0	\$0	\$0	\$7,896	\$1,655	\$9,551
China/Kitchenware	\$52	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$750	\$75	\$0	\$0	\$877	\$0	\$877
Frame/Art	\$160	\$0	\$42	\$0	\$30	\$0	\$300	\$0	\$0	\$0	\$0	\$0	\$532	\$808	\$1,340
Subtotal	\$5,971	\$112	\$292	\$445	\$100	\$20,818	\$3,600	\$0	\$11,971	\$3,433	\$0	\$225	\$46,967	\$10,544	\$57,511
Drug/Discount Drug Cosmetics	\$7,902	\$0	\$5,511	\$5,835	\$0	\$0	\$3,849	\$0	\$2,700	\$3,006	\$0	\$1,398	\$30,201	\$2,145	\$32,346
Canadian Tire	\$0	\$0	\$0	\$0	\$0	\$15,638	\$0	\$0	\$0	\$0	\$0	\$0	\$15,638	\$595	\$16,233
Home Improvement Centre	\$0	\$0	\$0	\$0	\$0	\$0	\$82	\$0	\$11,082	\$0	\$0	\$100	\$11,264	\$2,308	\$13,572
Supermarket	\$63,354	\$0	\$13,395	\$2,451	\$17,895	\$21,096	\$6,615	\$37,815	\$2,805	\$36,759	\$20,115	\$21,450	\$243,750	\$11,439	\$255,189
Total NFSR	\$30,053	\$35,416	\$6,415	\$10,287	\$34,623	\$37,925	\$17,011	\$15,310	\$32,831	\$23,041	\$1,272	\$3,305	\$247,489	\$41,139	\$288,628

Adjusted for NAICS Categories by urbanMetrics Inc.

Store Type	CBD Peterborough Downtown	CBD Peterborough Square	East City (Hunter St.)	Chemong Park Pl. & Brookdale Pl. (Chmong S.)	Portage Place (Chemong N.)	Lansdowne W. of Pkwy. Summit Pl. & Clonsilla Area	Lansdowne W. of Pkwy. Peterb. Place/ Parkway Place/ Mapleridge Pl.	Lansdowne E. of Pkwy. Zellers Plaza	Lansdowne E. of Pkwy. Erskine Pl. Peterb. Mews Pkark St. S	Lansdowne E. of Pkwy. Lansdowne Place	Lansdowne East Willowcreek Plaza Area	Other Peterb. Locations	All Peterb. Locations	Outflow	Grand Total
Department Store	\$0	\$33,074	\$0	\$0	\$26,261	\$0	\$0	\$14,953	\$0	\$0	\$0	\$0	\$74,288	\$3,400	\$77,688
General Merchandise Stores	\$3,332	\$0	\$0	\$2,228	\$525	\$15,638	\$0	\$107	\$2,680	\$629	\$108	\$0	\$25,247	\$3,310	\$28,557
Fashion & Accessory Stores	\$7,187	\$1,578	\$330	\$600	\$5,563	\$0	\$3,335	\$200	\$2,436	\$11,191	\$754	\$790	\$33,964	\$3,130	\$37,094
Specialty Stores	\$3,911	\$608	\$208	\$1,139	\$1,529	\$1,049	\$2,638	\$45	\$1,932	\$3,385	\$255	\$50	\$16,749	\$5,341	\$22,090
Home Improvement	\$3,038	\$0	\$60	\$335	\$100	\$4,080	\$3,259	\$5	\$12,340	\$60	\$130	\$842	\$24,249	\$4,543	\$28,792
Home Furnishings	\$4,683	\$156	\$306	\$150	\$645	\$17,158	\$3,930	\$0	\$10,743	\$4,770	\$25	\$225	\$42,791	\$9,649	\$52,440
Supermarket	\$63,354	\$0	\$13,395	\$2,451	\$17,895	\$21,096	\$6,615	\$37,815	\$2,805	\$36,759	\$20,115	\$21,450	\$243,750	\$11,439	\$255,189
Pharmacies	\$7,902	\$0	\$5,511	\$5,835	\$0	\$0	\$3,849	\$0	\$2,700	\$3,006	\$0	\$1,398	\$30,201	\$2,145	\$32,346
Total NFSR	\$30,053	\$35,416	\$6,415	\$10,287	\$34,623	\$37,925	\$17,011	\$15,310	\$32,831	\$23,041	\$1,272	\$3,305	\$247,489	\$31,518	\$279,007

Note: Excludes Mail Order Catalogue Purchases

## Primary Trade Area Results (continued...)

Sorted by urbanMetrics District Boundaries (with Other Category)

Store Type	Centre	North	West	East	Other	Outflow	Total
Department Store	\$33,074	\$26,261	\$14,953	\$0	\$0	\$3,400	\$77,688
General Merchandise Stores	\$3,332	\$2,753	\$19,054	\$108	\$0	\$3,310	\$28,557
Fashion & Accessory Stores	\$9,095	\$6,163	\$17,162	\$754	\$790	\$3,130	\$37,094
Specialty Stores	\$4,727	\$2,668	\$9,049	\$255	\$50	\$5,341	\$22,090
Home Improvement	\$3,098	\$435	\$19,744	\$130	\$842	\$4,543	\$28,792
Home Furnishings	\$5,145	\$795	\$36,601	\$25	\$225	\$9,649	\$52,440
Supermarket	\$76,749	\$20,346	\$105,090	\$20,115	\$21,450	\$11,439	\$255,189
Pharmacies	\$13,413	\$5,835	\$9,555	\$0	\$1,398	\$2,145	\$32,346
<b>Total NFSR</b>	<b>\$71,884</b>	<b>\$44,910</b>	<b>\$126,118</b>	<b>\$1,272</b>	<b>\$3,305</b>	<b>\$31,518</b>	<b>\$279,007</b>

Shown as a Percentage of Total Expenses (with Other Category)

Store Type	Centre	North	West	East	Other	Outflow	Total
Department Store	42.6%	33.8%	19.2%	0.0%	0.0%	4.4%	100.0%
General Merchandise Stores	11.7%	9.6%	66.7%	0.4%	0.0%	11.6%	100.0%
Fashion & Accessory Stores	24.5%	16.6%	46.3%	2.0%	2.1%	8.4%	100.0%
Specialty Stores	21.4%	12.1%	41.0%	1.2%	0.2%	24.2%	100.0%
Home Improvement	10.8%	1.5%	68.6%	0.5%	2.9%	15.8%	100.0%
Home Furnishings	9.8%	1.5%	69.8%	0.0%	0.4%	18.4%	100.0%
Supermarket	30.1%	8.0%	41.2%	7.9%	8.4%	4.5%	100.0%
Pharmacies	41.5%	18.0%	29.5%	0.0%	4.3%	6.6%	100.0%
<b>Total NFSR</b>	<b>25.8%</b>	<b>16.1%</b>	<b>45.2%</b>	<b>0.5%</b>	<b>1.2%</b>	<b>11.3%</b>	<b>100.0%</b>

Removal and Integration of Other Category with urbanMetrics inc. District Boundaries

Store Type	Centre	North	West	East	Outflow	Total
Department Store	42.6%	33.8%	19.2%	0.0%	4.4%	100.0%
General Merchandise Stores	11.7%	9.6%	66.7%	0.4%	11.6%	100.0%
Fashion & Accessory Stores	26.6%	16.6%	46.3%	2.0%	8.4%	100.0%
Specialty Stores	21.5%	12.1%	41.1%	1.2%	24.2%	100.0%
Home Improvement	12.2%	1.5%	70.0%	0.5%	15.8%	100.0%
Home Furnishings	9.8%	1.5%	70.2%	0.0%	18.4%	100.0%
Supermarket	30.1%	13.0%	44.5%	7.9%	4.5%	100.0%
Pharmacies	41.5%	21.5%	30.4%	0.0%	6.6%	100.0%
<b>Total NFSR</b>	<b>18.6%</b>	<b>8.5%</b>	<b>58.9%</b>	<b>0.4%</b>	<b>13.6%</b>	<b>100.0%</b>

Secondary Trade Area Results

Expenditure Results for Residents of the Secondary Trade Area

Store Type	CBD Peterborough Downtown	CBD Peterborough Square	East City (Hunter St.)	Chemong Park Pl. & Brookdale Pl. (Chmong S.)	Portage Place (Chemong N.)	Lansdowne W. of Pkwy. Summit Pl. & Clonsilla Area	Lansdowne W. of Pkwy. Peterb. Place/ Parkway Place/ Mapleridge Pl.	Lansdowne E. of Pkwy. Zellers Plaza	Lansdowne E. of Pkwy. Erskine Pl. Peterb. Mews Pkark St. S	Lansdowne E. of Pkwy. Lansdowne Place	Lansdowne East Willowcreek Plaza Area	Other Peterb. Locations	All Peterb. Locations	Outflow	Grand Total
Department Stores	\$0	\$22,569	\$0	\$0	\$27,986	\$0	\$0	\$13,829	\$0	\$0	\$0	\$0	\$64,384	\$35,388	\$99,772
General Merchandise Stores	\$2,289	\$0	\$0	\$1,441	\$1,180	\$0	\$0	\$100	\$1,791	\$268	\$0	\$0	\$7,069	\$19,282	\$26,351
Mail Order Catalogue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$24,633	\$24,633
Apparel Accessories	\$2,088	\$1,070	\$250	\$475	\$4,395	\$600	\$1,887	\$350	\$2,452	\$6,189	\$0	\$195	\$19,951	\$20,791	\$40,742
Other Specialty DSTM Stores													\$0	\$0	
Book	\$383	\$190	\$75	\$5	\$783	\$0	\$0	\$30	\$110	\$1,673	\$0	\$0	\$3,249	\$4,713	\$7,962
Camera	\$675	\$217	\$0	\$118	\$120	\$515	\$0	\$25	\$0	\$600	\$450	\$0	\$2,720	\$1,353	\$4,073
Jewellery	\$1,000	\$400	\$0	\$0	\$2,140	\$0	\$250	\$25	\$0	\$4,700	\$0	\$85	\$8,600	\$4,299	\$12,899
Sporting Goods	\$185	\$100	\$400	\$0	\$0	\$0	\$1,950	\$0	\$160	\$790	\$0	\$0	\$3,585	\$2,572	\$6,157
Toy/Hobby	\$0	\$0	\$0	\$0	\$50	\$0	\$0	\$700	\$0	\$0	\$0	\$0	\$750	\$2,164	\$2,914
Pet Stores	\$150	\$0	\$0	\$625	\$180	\$235	\$85	\$50	\$180	\$424	\$210	\$0	\$2,139	\$5,960	\$8,099
Garden Centre	\$60	\$0	\$30	\$0	\$40	\$0	\$4,329	\$0	\$0	\$95	\$0	\$425	\$4,979	\$7,471	\$12,450
Office Supply	\$71	\$0	\$0	\$0	\$60	\$0	\$210	\$0	\$40	\$371	\$0	\$0	\$752	\$2,233	\$2,985
Subtotal	\$2,524	\$907	\$505	\$748	\$3,373	\$750	\$6,824	\$830	\$490	\$8,653	\$660	\$510	\$26,774	\$30,765	\$57,539
Home Furnishings Stores															
Furniture	\$7,550	\$200	\$0	\$0	\$0	\$24,634	\$1,310	\$0	\$4,600	\$0	\$0	\$0	\$38,294	\$8,094	\$46,388
Electronics	\$10	\$40	\$0	\$1,025	\$0	\$0	\$1,500	\$0	\$4,245	\$650	\$0	\$1,000	\$8,470	\$10,759	\$19,229
Lighting	\$350	\$0	\$0	\$0	\$0	\$0	\$50	\$0	\$1,047	\$0	\$0	\$0	\$1,447	\$15,572	\$17,019
Hardware/Paint	\$930	\$0	\$0	\$155	\$0	\$1,282	\$0	\$0	\$50	\$0	\$0	\$0	\$2,417	\$9,089	\$11,506
China/Kitchenware	\$250	\$0	\$0	\$0	\$0	\$0	\$1,750	\$0	\$0	\$0	\$0	\$0	\$2,000	\$1,205	\$3,205
Frame/Art	\$475	\$0	\$50	\$0	\$15	\$30	\$0	\$0	\$0	\$0	\$0	\$0	\$570	\$1,763	\$2,333
Subtotal	\$9,565	\$240	\$50	\$1,180	\$15	\$25,946	\$4,610	\$0	\$9,942	\$650	\$0	\$1,000	\$53,198	\$46,482	\$99,680
Drug/Discount Drug Cosmetics	\$10,824	\$0	\$2,067	\$2,334	\$0	\$0	\$1,230	\$0	\$0	\$1,710	\$0	\$327	\$18,492	\$41,757	\$60,249
Canadian Tire	\$0	\$0	\$0	\$0	\$0	\$17,450	\$0	\$0	\$0	\$0	\$0	\$0	\$17,450	\$20,186	\$37,636
Home Improvement Centre	\$0	\$0	\$0	\$0	\$1,000	\$0	\$0	\$0	\$18,813	\$0	\$0	\$0	\$19,813	\$430,224	\$450,037
Supermarket	\$29,826	\$0	\$1,380	\$1,158	\$10,350	\$12,045	\$870	\$22,170	\$1,140	\$31,650	\$9,090	\$4,380	\$124,059	\$226,392	\$350,451
Total NFSR	\$27,290	\$24,786	\$2,872	\$6,178	\$37,949	\$44,746	\$14,551	\$15,109	\$33,488	\$17,470	\$660	\$2,032	\$227,131	\$669,508	\$896,639

Adjusted for NAICS Categories by urbanMetrics inc.

Store Type	CBD Peterborough Downtown	CBD Peterborough Square	East City (Hunter St.)	Chemong Park Pl. & Brookdale Pl. (Chmong S.)	Portage Place (Chemong N.)	Lansdowne W. of Pkwy. Summit Pl. & Clonsilla Area	Lansdowne W. of Pkwy. Peterb. Place/ Parkway Place/ Mapleridge Pl.	Lansdowne E. of Pkwy. Zellers Plaza	Lansdowne E. of Pkwy. Erskine Pl. Peterb. Mews Pkark St. S	Lansdowne E. of Pkwy. Lansdowne Place	Lansdowne East Willowcreek Plaza Area	Other Peterb. Locations	All Peterb. Locations	Outflow	Grand Total
Department Store	\$0	\$22,569	\$0	\$0	\$27,986	\$0	\$0	\$13,829	\$0	\$0	\$0	\$0	\$64,384	\$35,388	\$99,772
General Merchandise Stores	\$2,289	\$0	\$0	\$1,441	\$1,180	\$17,450	\$0	\$100	\$1,791	\$268	\$0	\$0	\$24,519	\$39,468	\$63,987
Fashion & Accessory Stores	\$3,088	\$1,470	\$250	\$475	\$6,535	\$600	\$2,137	\$375	\$2,452	\$10,889	\$0	\$280	\$28,551	\$25,090	\$53,641
Specialty Stores	\$789	\$290	\$475	\$630	\$1,073	\$235	\$2,245	\$780	\$490	\$3,258	\$210	\$0	\$10,475	\$17,642	\$28,117
Home Improvement	\$990	\$0	\$30	\$155	\$1,040	\$1,282	\$4,329	\$0	\$18,863	\$95	\$0	\$425	\$27,209	\$446,784	\$473,993
Home Furnishings	\$9,310	\$457	\$50	\$1,143	\$135	\$25,179	\$4,610	\$25	\$9,892	\$1,250	\$450	\$1,000	\$53,501	\$38,746	\$92,247
Supermarket	\$29,826	\$0	\$1,380	\$1,158	\$10,350	\$12,045	\$870	\$22,170	\$1,140	\$31,650	\$9,090	\$4,380	\$124,059	\$226,392	\$350,451
Pharmacies	\$10,824	\$0	\$2,067	\$2,334	\$0	\$0	\$1,230	\$0	\$0	\$1,710	\$0	\$327	\$18,492	\$41,757	\$60,249
Total NFSR	\$27,290	\$24,786	\$2,872	\$6,178	\$37,949	\$44,746	\$14,551	\$15,109	\$33,488	\$17,470	\$660	\$2,032	\$227,131	\$644,875	\$872,006

Note: Excludes Mail Order Catalogue Purchases

## Secondary Trade Area Results (continued...)

Sorted by urbanMetrics District Boundaries (with Other Category)

Store Type	Centre	North	West	East	Other	Outflow	Total
Department Store	\$22,569	\$27,986	\$13,829	\$0	\$0	\$35,388	\$99,772
General Merchandise Stores	\$2,289	\$2,621	\$19,609	\$0	\$0	\$39,468	\$63,987
Fashion & Accessory Stores	\$4,808	\$7,010	\$16,453	\$0	\$280	\$25,090	\$53,641
Specialty Stores	\$1,554	\$1,703	\$7,008	\$210	\$0	\$17,642	\$28,117
Home Improvement	\$1,020	\$1,195	\$24,569	\$0	\$425	\$446,784	\$473,993
Home Furnishings	\$9,817	\$1,278	\$40,956	\$450	\$1,000	\$38,746	\$92,247
Supermarket	\$31,206	\$11,508	\$67,875	\$9,090	\$4,380	\$226,392	\$350,451
Pharmacies	\$12,891	\$2,334	\$2,940	\$0	\$327	\$41,757	\$60,249
<b>Total NFSR</b>	<b>\$54,948</b>	<b>\$44,127</b>	<b>\$125,364</b>	<b>\$660</b>	<b>\$2,032</b>	<b>\$644,875</b>	<b>\$872,006</b>

Shown as a Percentage of Total Expenses (with Other Category)

Store Type	Centre	North	West	East	Other	Outflow	Total
Department Store	22.6%	28.0%	13.9%	0.0%	0.0%	35.5%	100.0%
General Merchandise Stores	3.6%	4.1%	30.6%	0.0%	0.0%	61.7%	100.0%
Fashion & Accessory Stores	9.0%	13.1%	30.7%	0.0%	0.5%	46.8%	100.0%
Specialty Stores	5.5%	6.1%	24.9%	0.7%	0.0%	62.7%	100.0%
Home Improvement	0.2%	0.3%	5.2%	0.0%	0.1%	94.3%	100.0%
Home Furnishings	10.6%	1.4%	44.4%	0.5%	1.1%	42.0%	100.0%
Supermarket	8.9%	3.3%	19.4%	2.6%	1.2%	64.6%	100.0%
Pharmacies	21.4%	3.9%	4.9%	0.0%	0.5%	69.3%	100.0%
<b>Total NFSR</b>	<b>6.3%</b>	<b>5.1%</b>	<b>14.4%</b>	<b>0.1%</b>	<b>0.2%</b>	<b>74.0%</b>	<b>100.0%</b>

Removal and Integration of Other Category with urbanMetrics inc. District Boundaries

Store Type	Centre	North	West	East	Outflow	Total
Department Store	22.6%	28.0%	13.9%	0.0%	35.5%	100.0%
General Merchandise Stores	3.6%	4.1%	30.6%	0.0%	61.7%	100.0%
Fashion & Accessory Stores	9.5%	13.1%	30.7%	0.0%	46.8%	100.0%
Specialty Stores	5.5%	6.1%	24.9%	0.7%	62.7%	100.0%
Home Improvement	0.3%	0.3%	5.2%	0.0%	94.3%	100.0%
Home Furnishings	10.9%	1.7%	44.9%	0.5%	42.0%	100.0%
Supermarket	8.9%	4.0%	19.9%	2.6%	64.6%	100.0%
Pharmacies	21.4%	4.3%	5.0%	0.0%	69.3%	100.0%
<b>Total NFSR</b>	<b>6.4%</b>	<b>5.1%</b>	<b>14.4%</b>	<b>0.1%</b>	<b>74.0%</b>	<b>100.0%</b>