

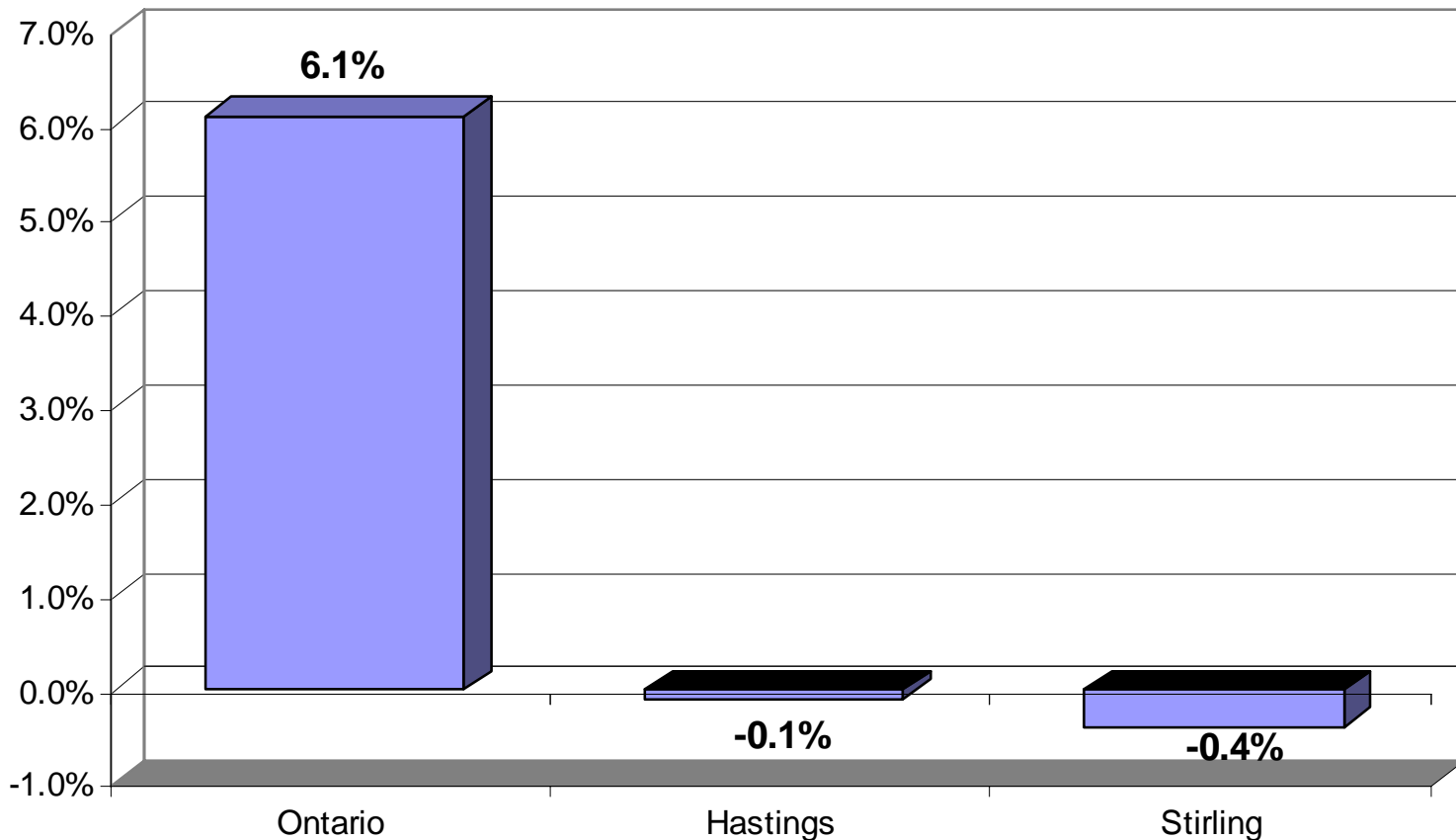
Analyzing Stirling's Economy

Appendix B

Purpose

- To provide an overview of the local economy
- Highlight local trends and put them in context (population, retail)
- To provide background for the other market analysis information

Population Change 1996 to 2001

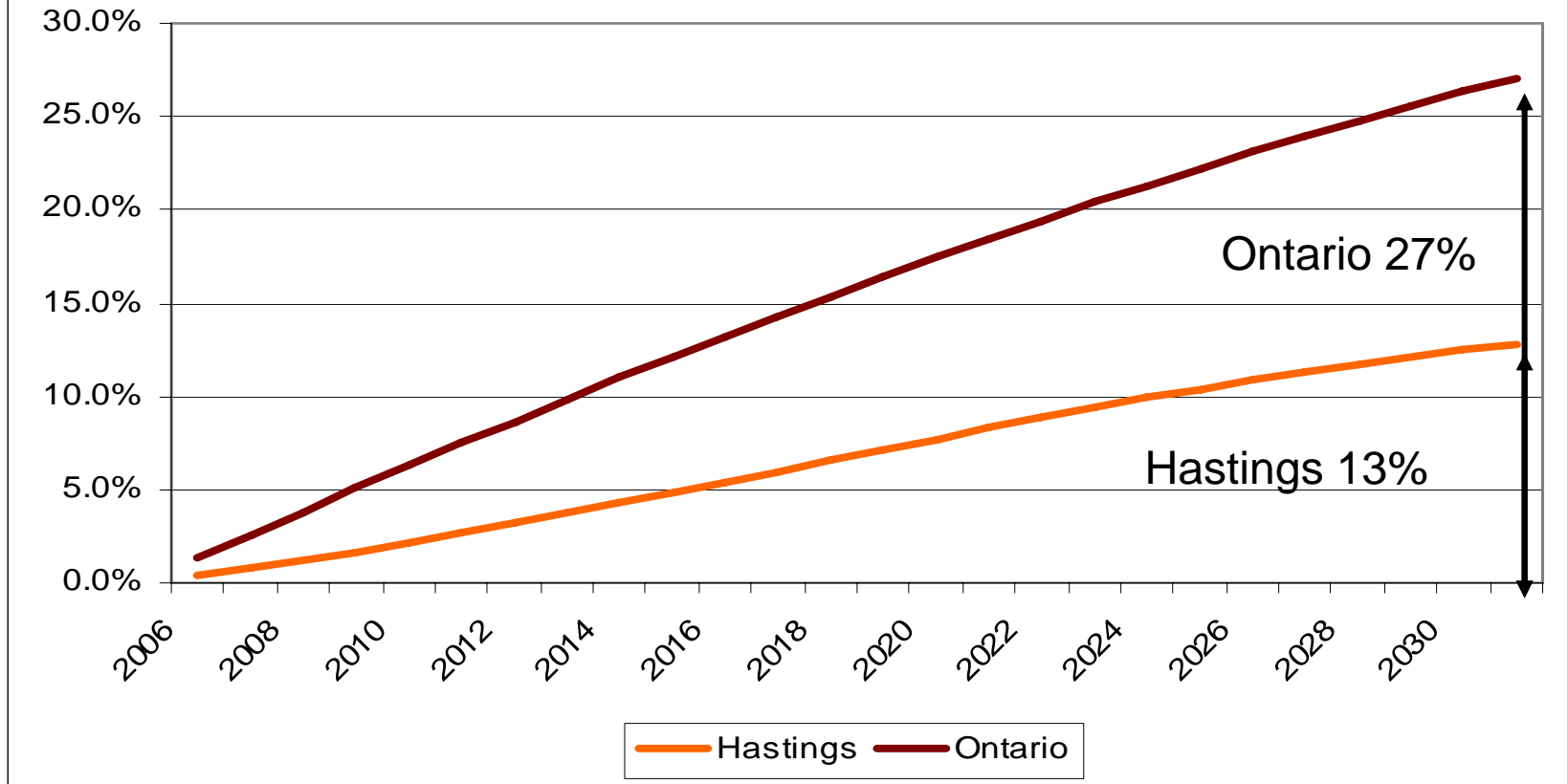


Population in 2001

Source: Statistics Canada, 2001

Ontario	Hastings County	Stirling & Rawdon
11,410,046	125,915	4887

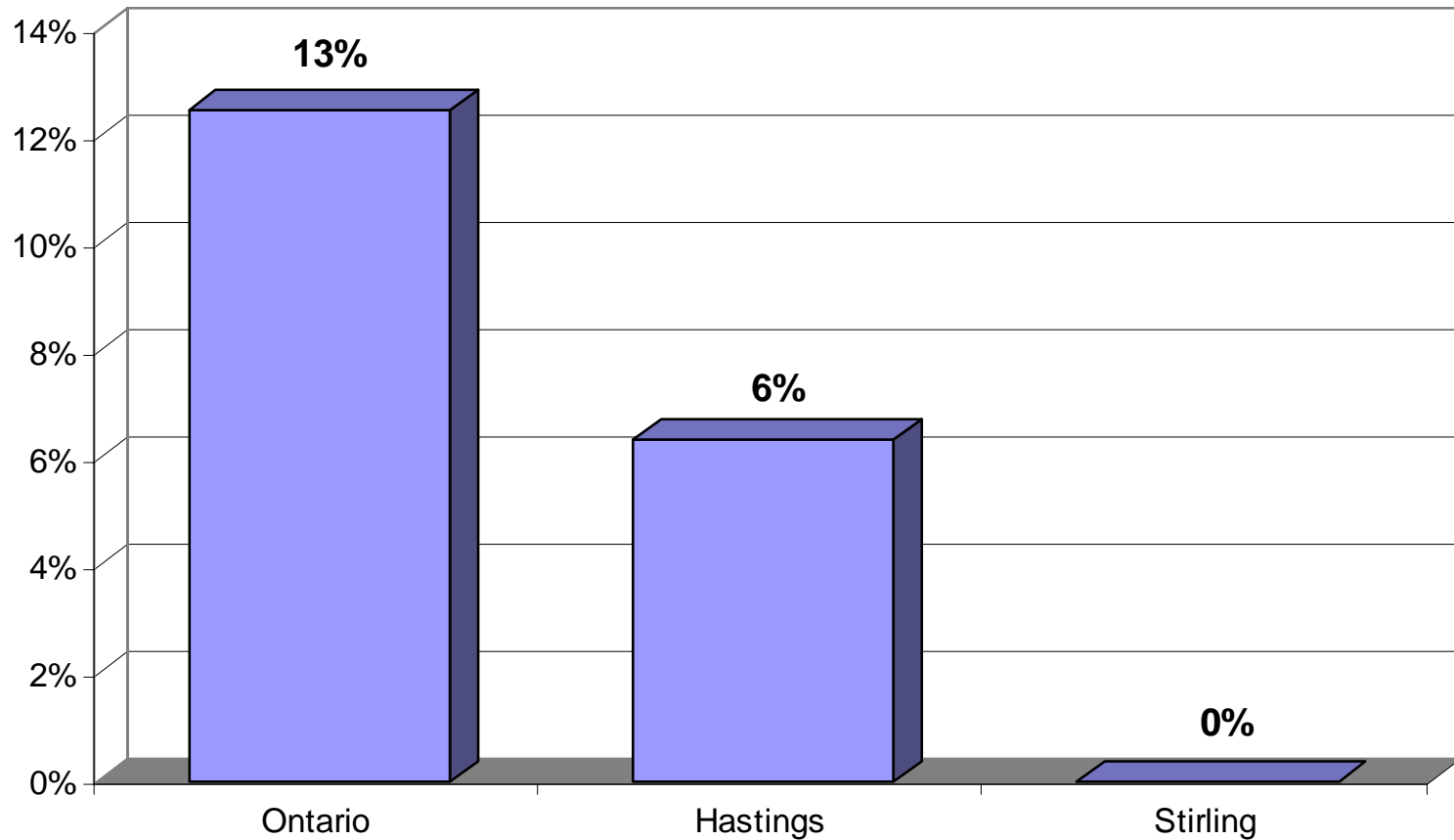
Population Change 2006 to 2031 (if current trends continue)



Source: Ministry of Finance, 2005

The population of County of Hastings is projected to increase by 13% from 134,390 to 152,750

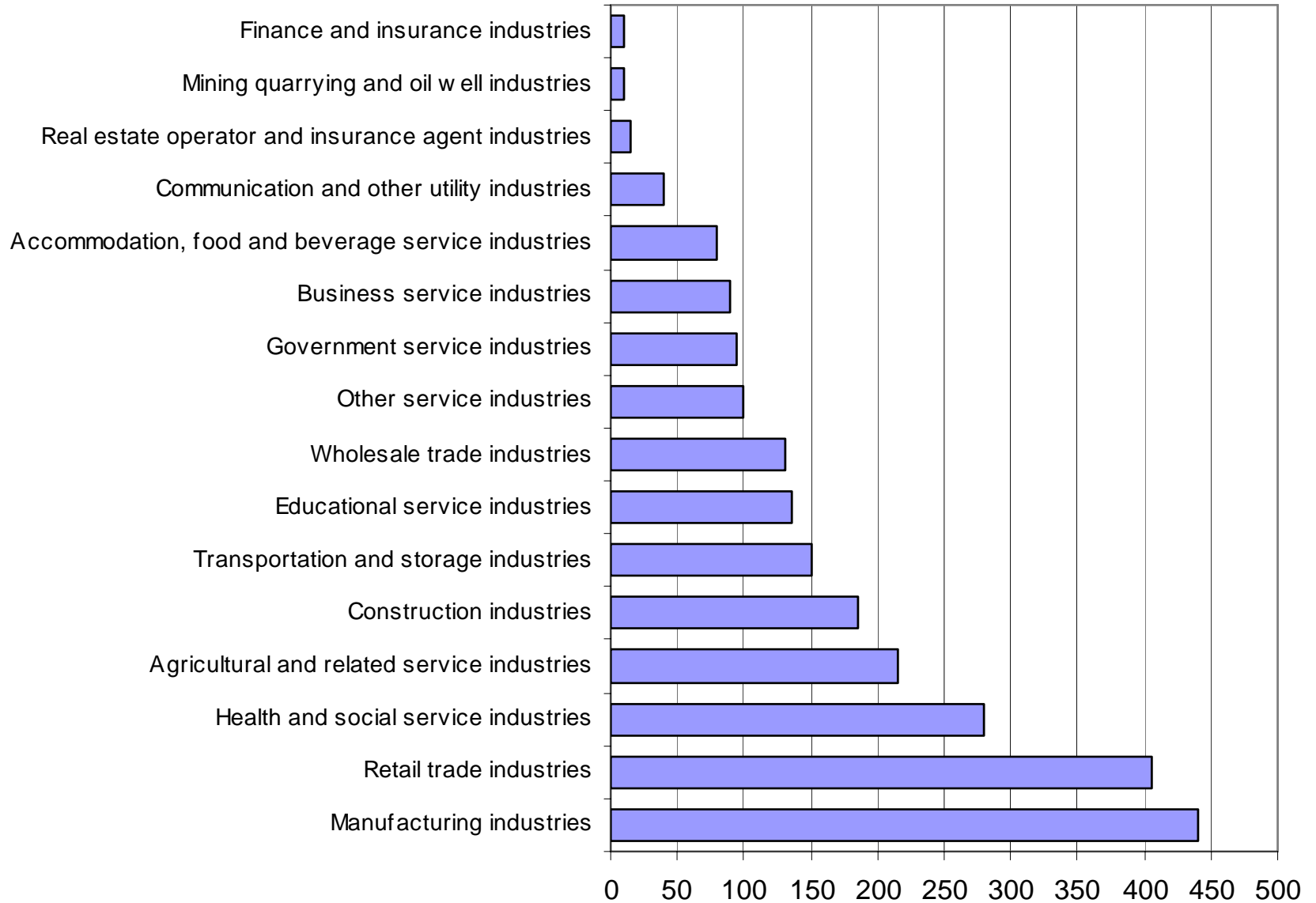
Labour Force change 1996 to 2001



Labour Force in 2001

Ontario	Hastings County	Stirling-Rawdon
5,252,740	56,975	2,390

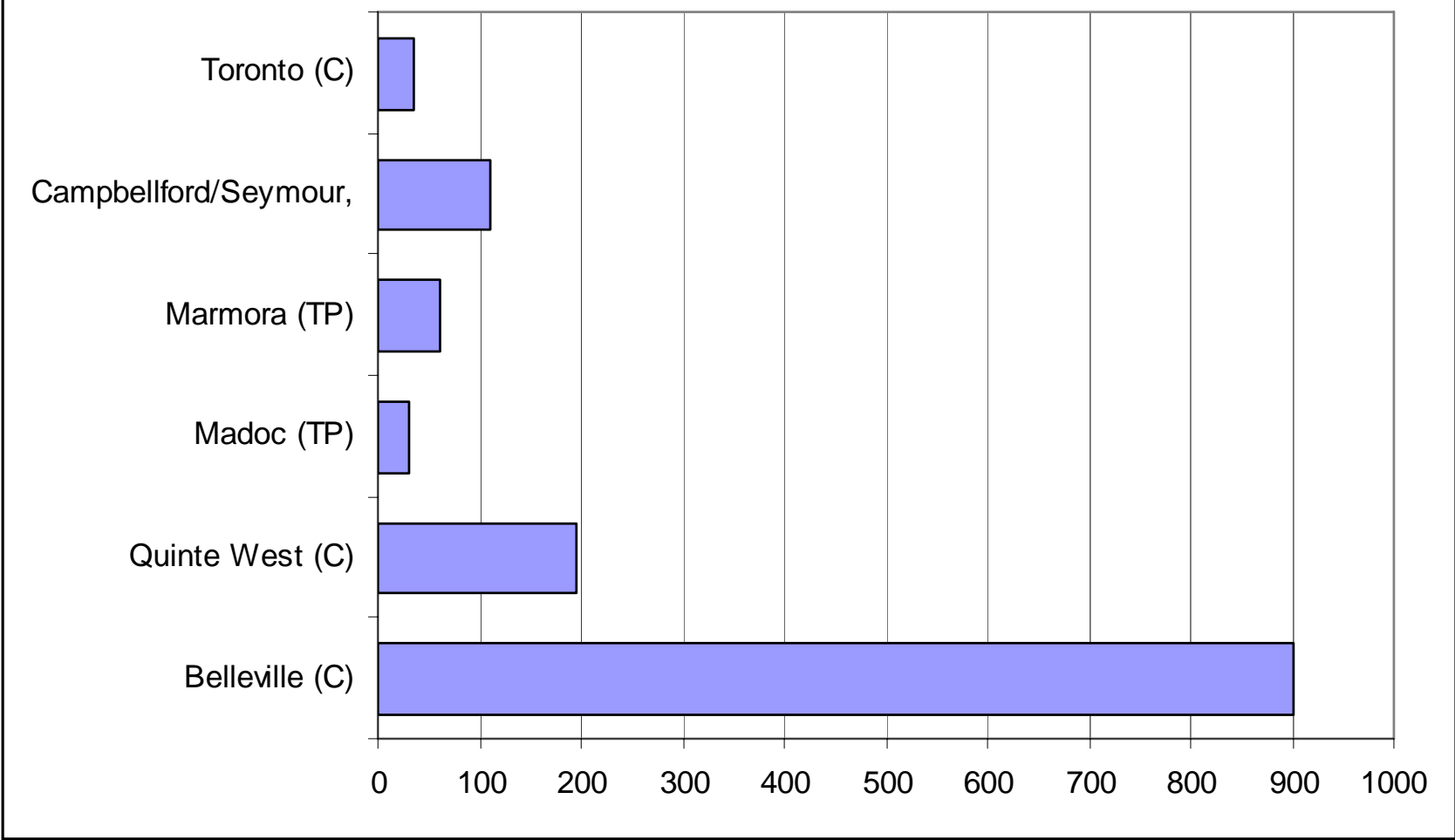
Stirling's Resident Labour Force



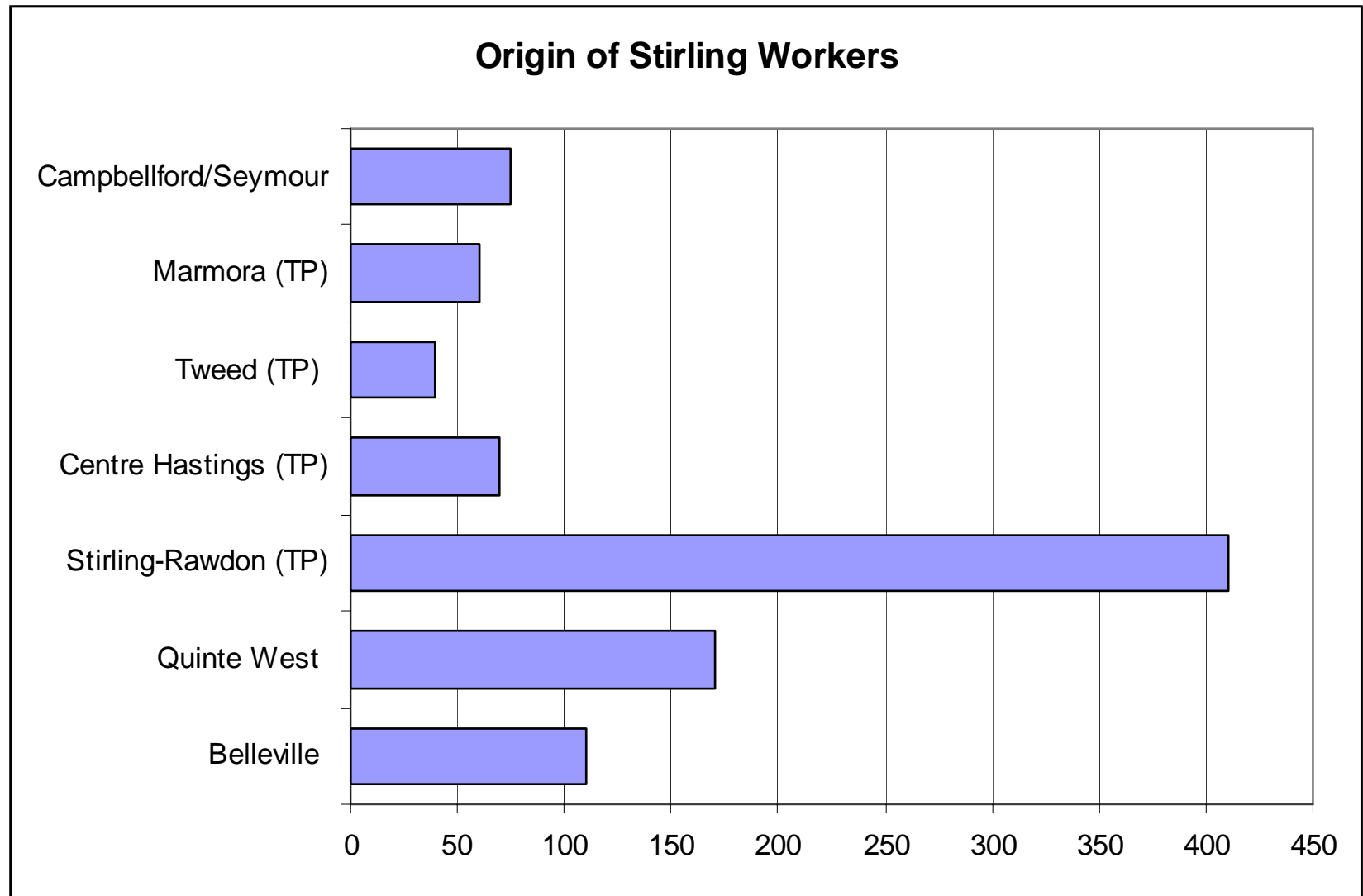
Stirling's Top 5 sectors by Local Jobs

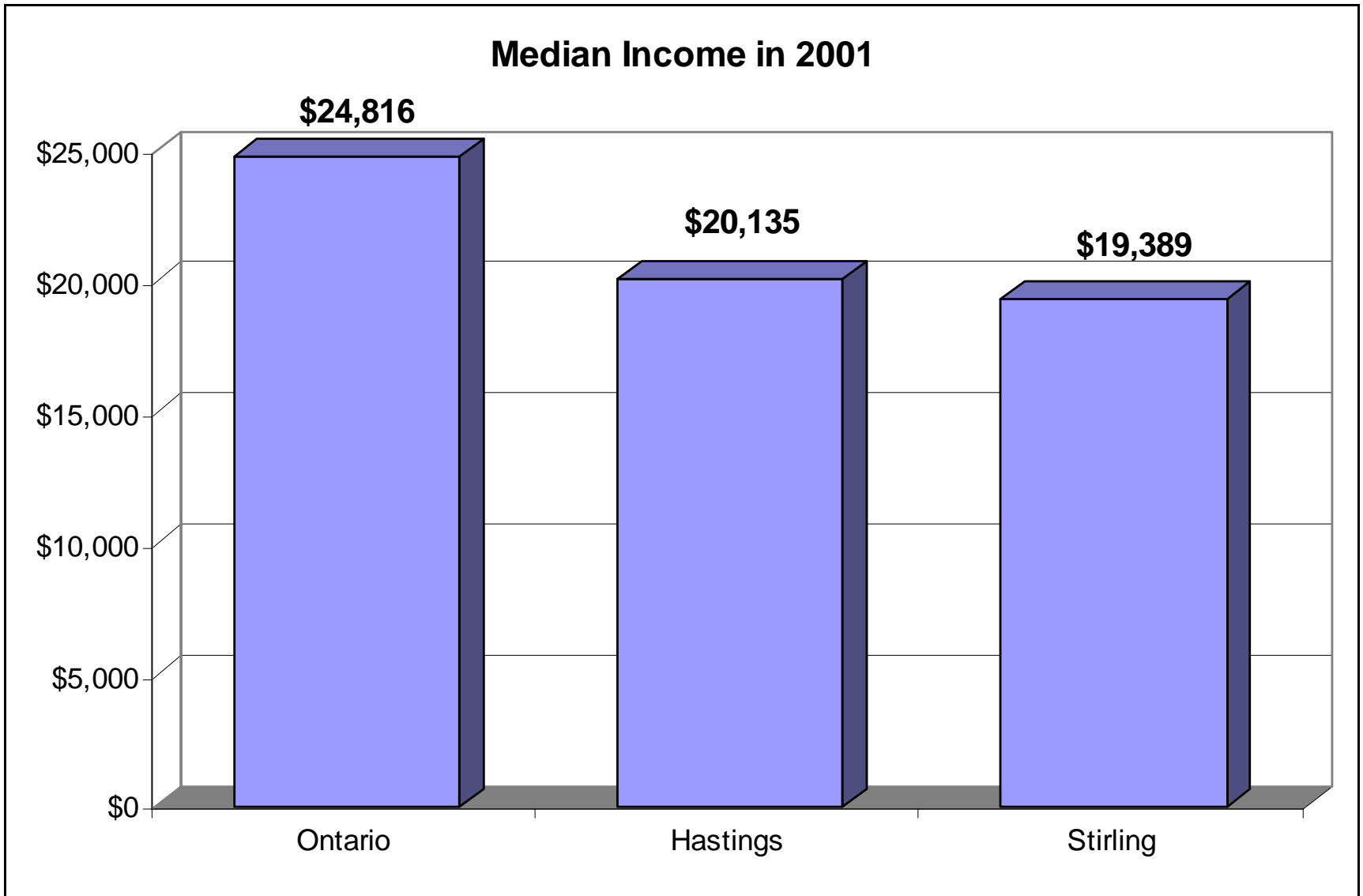
Sectors	%
Total Local Jobs	1,295
Agricultural and related service industries	20%
Retail trade industries	17%
Manufacturing industries	17%
Health and social service industries	9%
Educational service industries	8%

Stirling's Daily Commuting Flow



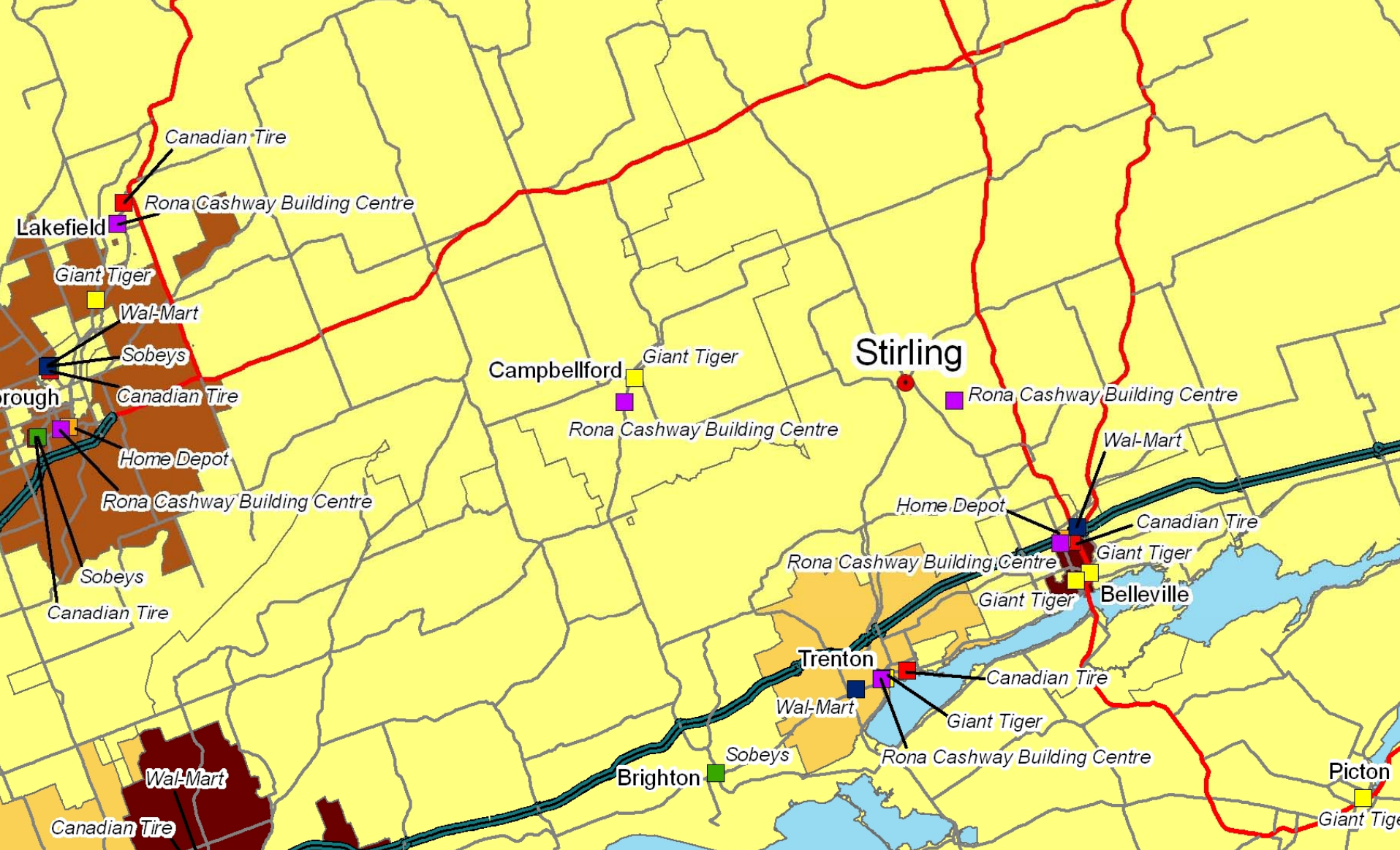
Origin of Stirling Workers





Canadian Retail Trends

	Total Retail Sales 2004	% of Spending in 2004	% change 2000 to 2002	% change 2002 to 2004
Total	\$93,297,793	100%	11.2%	11.0%
Food and Beverage	\$30,389,624	32.6%	7.4%	11.2%
Drugs (prescription and over-the-counter), vitamins and other health supplements	\$4,652,555	5.0%	24.8%	21.5%
Clothing	\$13,218,760	14.2%	5.9%	4.6%
Home furnishings & electronics	\$14,002,161	15.0%	14.2%	13.1%
Housewares	\$4,152,041	4.5%	10.1%	5.9%
Hardware, Lawn & Garden	\$3,791,860	4.1%	8.9%	16.1%
Sporting goods & Leisure	\$3,100,164	3.3%	13.3%	8.4%
Pre-recorded CDs, DVDs, and video and audio tapes	\$1,123,858	1.2%	21.1%	21.4%
Books, newspapers and other periodicals	\$436,619	0.5%	7.7%	5.8%
Automotive fuels, oils and additives	\$2,411,072	2.6%	12.8%	27.9%
Tobacco products and supplies	\$2,500,591	2.7%	19.7%	3.7%



FSA	Retail Sales 2000 (000)	Retail Sales 2002 (000)	% Change	Pull Factor
K0K	\$414,440	\$413,982	-0.1%	0.3
Ontario	\$114,290,470	\$129,430,251	12%	N/A