



**In 2009, the Canadian Consulate stated \$258 Million was spent in Michigan by Canadians. Based on a 2009 Chmura Economics study, \$57 Million was spent in St. Clair County by Canadians.**

***That means approximately 25% of all Canadian visitor spending in Michigan takes place in St. Clair County.***

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- ◆ **By some estimates, 20%-50% of the customers in the regional mall area are from Canada.**
  - ◆ **84% of Canadian Traffic is day trips, with dining and apparel receiving the most spending dollars.**
  - ◆ **Canadians spent \$57 Million in 2009 – A 2011 estimate would be \$66 Million based on increased border crossings of 17%.**
  - ◆ **Sarnia/Lampton Area: Population of 130,000 with a median household income of \$60,640. 15 minutes away.**
  - ◆ **London Area: Population of 457,000 with a median household income of \$76,000. 1 hour away.**
  - ◆ **Over 700,000 Canadian Visitors per year - In July 2011 we saw 196,000 westbound cars with a market potential of \$17,640,000 @ \$90 per visitor.**

## Drive Times

**Sarnia Market: 15 minutes**

**London Market: 1 hour**

**Kitchener Market: 2 hours 15 minutes**

## Sarnia/Lampton Demographics CMA

**Pop. 130,000 - Avg. Hsehd Income \$60,640**

### **Major Industry:**

**Chemical Industry, Petroleum Products and Ship Repair**

## London Demographics CMA

**Pop. 457,720 - Avg. Hsehd Income \$76,000**

### **Major Industry:**

**Electro-Motive Diesels, General Dynamics Land Systems, 3M and Kellogg's Food**

## Kitchener/Waterloo Demographics CMA

**Pop. 492,482 - Avg. Hsehd. Income \$88,000**

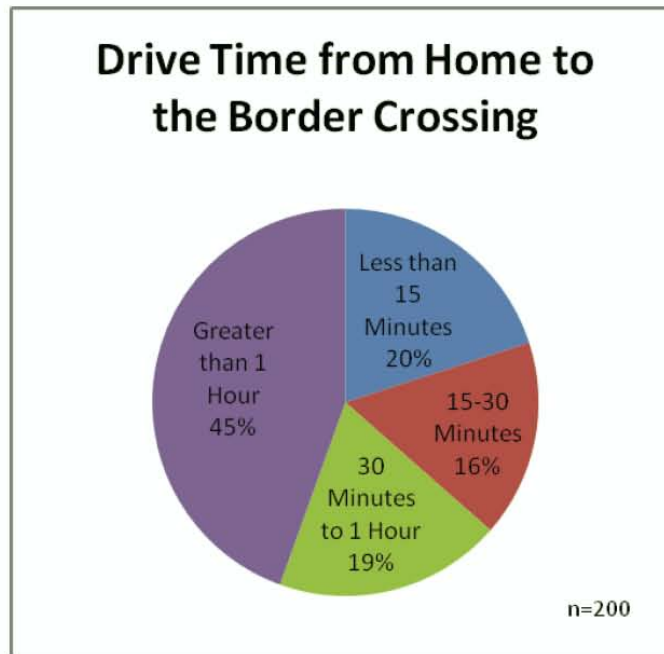
### **Major Industry:**

**High Tech Companies, Research & Development and Higher Education**

| Place of Residence          |             |                             |
|-----------------------------|-------------|-----------------------------|
|                             | % of Sample | % of Repeat Visits per Year |
| Samia                       | 35%         | 60%                         |
| Elsewhere in Lambton County | 4%          | 6%                          |
| Wallaceburg                 | 3%          | 4%                          |
| London                      | 16%         | 6%                          |
| Toronto                     | 4%          | 2%                          |
| Elsewhere in Ontario        | 38%         | 22%                         |
| Other                       | 2%          | 0%                          |
| Grand Total                 | 100%        | 100%                        |
|                             | n=200       | n=6,536                     |

Figures may not sum due to rounding.

Most all of the Canadian visitors were from the province of Ontario. More than a third of the sample respondents (35%) were from Sarnia with an additional 4% being from somewhere else in Lambton County. London accounted for 16% of respondents and Toronto for 4%.



Sample distribution according to drive time from the border indicates that 36% of the sample lived within a half hour of the border crossing. Those living more than an hour away accounted for 45% of the sample.

| Gender       |       |
|--------------|-------|
| Female       | 37%   |
| Male         | 61%   |
| Not Recorded | 2%    |
| Total        | 100%  |
|              | n=200 |

