

APPENDIX A

DEFINITION OF TERMS, METHODOLOGY AND ASSUMPTIONS

The purpose of this Appendix is to provide an explanation of the terms and methodology used in this commercial report:

- A-1 The first section lists some common terms in alphabetical order with definitions; and,
- A-2 The second section reviews some of the assumptions used in the mathematical modeling.

A.1 DEFINITION OF TERMS

Commercial Space Inventory

The commercial inventory of text Exhibits 1 through 4 and Appendix C, is a complete listing of all commercial space in Wasaga (with the exception of motels, and bed and breakfasts). We measured retail commercial space (from where goods are sold to the consuming public), service commercial space (from where services are performed for the general public in a store-like setting, including restaurants), and local office commercial space. We inventoried automotive wherever it occurred.

The inventory was compiled in October, 2008.

Please note that after one year, by October, 2009, up to five percent of the establishments may have changed operation. Data on the 'Commercial Turnover Rate' may be accessed on our website. Generally, the rate is slowest in malls and higher on arterials/Main Streets and in convenience plazas, and particularly high in industrial areas.

DSTM

Department store type merchandise (acronym: DSTM) was defined by Statistics Canada as the total retail sales excluding recreational and motor vehicle dealers, auto parts and other auto-related retailers and services, supermarkets and all other food stores and other miscellaneous retailers such as beer and liquor stores, pet stores, second hand merchandise stores, opticians' shops and art galleries.

DSTM has been the standard definition for retail analysis for the past 30 years or so. The only variation among analysts was the proportion of various commodity groups included or not included according to their judgement (particularly in miscellaneous stores).

Retail sales for Ontario 2007 are shown on Exhibit A-1, in total and per capita.