

Appendix A: Licence Plate Survey Results

Licence plate surveys are used to determine the geographic draw or Trade Area of retail centres, nodes or individual locations at a certain point of time. For the City of Vaughan, licence plate numbers were collected over a two week period on March 26th, 27th and 28th, 2009 and April 3rd and 4th 2009.

The licence plate surveys were conducted at the Vaughan Mills Mall, Promenade Mall, HWY 400 and 7 Power Centre Node, Woodbridge Village and Kleinburg Village throughout the day (10:00 AM to 6:00 PM). These licence plate numbers were submitted to the Ministry of Transportation to obtain the Forward Sortation Area (FSA) corresponding to the license plate registrant. Approximately 3180 licence plates were collected over the 5 days. The Ministry of Transportation returned 3118 FSA locations for shoppers.

It should be noted that although licence plate surveys provide an indication of the Trade Area of a retail centre, they do have certain limitations. Licence plate surveys do not capture the pedestrian traffic or shoppers using transit and therefore the results tend to over represent the draw from outlying areas. Furthermore, it should also be noted that in some instances the address on the registration of a car is not the same address as the person driving that car. This may occur when the car is rented or leased to a business address.

City of Vaughan: Customer Origin Survey Results, 2009

Regional Municipality	Municipality	Woodbridge Village Core	Vaughan Mills Mall	The Promenade	Kleinburg Village Core	HWY 400 & 7 Power Centre	Total
York Regional Municipality	Aurora	0.25%	0.99%	0.66%	1.00%	1.09%	0.85%
	East Gwillimbury	0.00%	0.28%	0.26%	0.00%	0.11%	0.16%
	Georgina	0.00%	0.14%	0.13%	0.25%	0.54%	0.25%
	King	0.74%	0.99%	0.53%	6.50%	0.98%	1.54%
	Markham	0.50%	5.37%	10.86%	1.75%	3.16%	4.96%
	Newmarket	0.74%	0.85%	0.66%	0.25%	1.53%	0.91%
	Richmond Hill	2.23%	7.92%	11.52%	2.25%	4.90%	6.47%
	Vaughan	61.54%	32.53%	39.34%	43.75%	31.92%	39.05%
	Whitchurch-Stouffville	0.00%	0.71%	0.40%	0.00%	0.00%	0.25%
York Regional Municipality Sub Total		66.00%	49.79%	64.37%	55.75%	44.23%	54.45%
City of Toronto		14.14%	24.19%	25.70%	15.00%	28.32%	23.31%
Peel Regional Municipality	Brampton	5.46%	4.24%	1.72%	4.25%	4.36%	3.83%
	Caledon	2.98%	1.56%	0.40%	9.25%	2.07%	2.58%
	Mississauga	2.73%	2.97%	0.93%	5.25%	4.25%	3.11%
Peel Regional Municipality Sub Total		11.17%	8.77%	3.05%	18.75%	10.68%	9.52%
Other Ontario		1.99%	6.51%	2.38%	3.00%	4.36%	3.90%
Simcoe County		1.24%	2.40%	0.93%	1.75%	4.25%	2.36%
Durham Regional Municipality		0.25%	2.83%	1.19%	0.00%	1.63%	1.41%
Halton Regional Municipality		1.24%	0.99%	0.66%	2.25%	1.42%	1.23%
Hamilton Division		0.74%	1.27%	0.26%	0.75%	0.54%	0.69%
Waterloo Regional Municipality		0.00%	0.85%	0.13%	0.50%	0.54%	0.44%
Wellington County		0.50%	0.28%	0.00%	0.50%	0.65%	0.38%
Outside Ontario Including USA		0.74%	0.42%	0.40%	0.00%	0.00%	0.28%
Not Geocoded		1.99%	1.70%	0.93%	1.75%	3.38%	2.04%
Grand Total		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: urbanMetrics inc., 2009