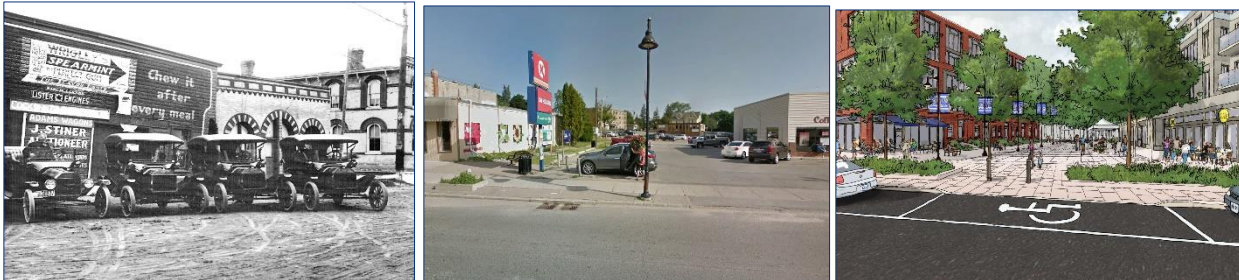




DOWNTOWN REVITALIZATION Customer Origin Report



Building on Yesterday - Planning for Tomorrow

February 2022

Table of Contents¹

Background	1
Survey Execution.....	2
Why Uxbridge?.....	3
Purpose of Visit	7
Open-Ended	10
New Types of Businesses	10
Physical Improvements	11
Ideas for Revitalization.....	12

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Background

In August of 2020, the Township of Uxbridge launched the Uxbridge Downtown Revitalization Project (UDRP) to develop an action-oriented plan for the future of downtown Uxbridge. The UDRP followed the Ontario Ministry of Agriculture, Food and Rural Affairs' (OMAFRA) four-stage approach to Downtown Revitalization. Stage II "Collect Data & Analyze" provides a framework for connecting with residents, business owners and visitors. One of the various surveys included within this step is the 'Customer Origin Survey'. "The Customer Origin Survey is a technique by which you can determine where your downtown customers live – thereby helping you identify the size of your trade area as well as the geographic areas not being served by local businesses."² Analysis of the Uxbridge Trade Area based on customer postal codes can be found in the *Uxbridge Market Area Data Report*.

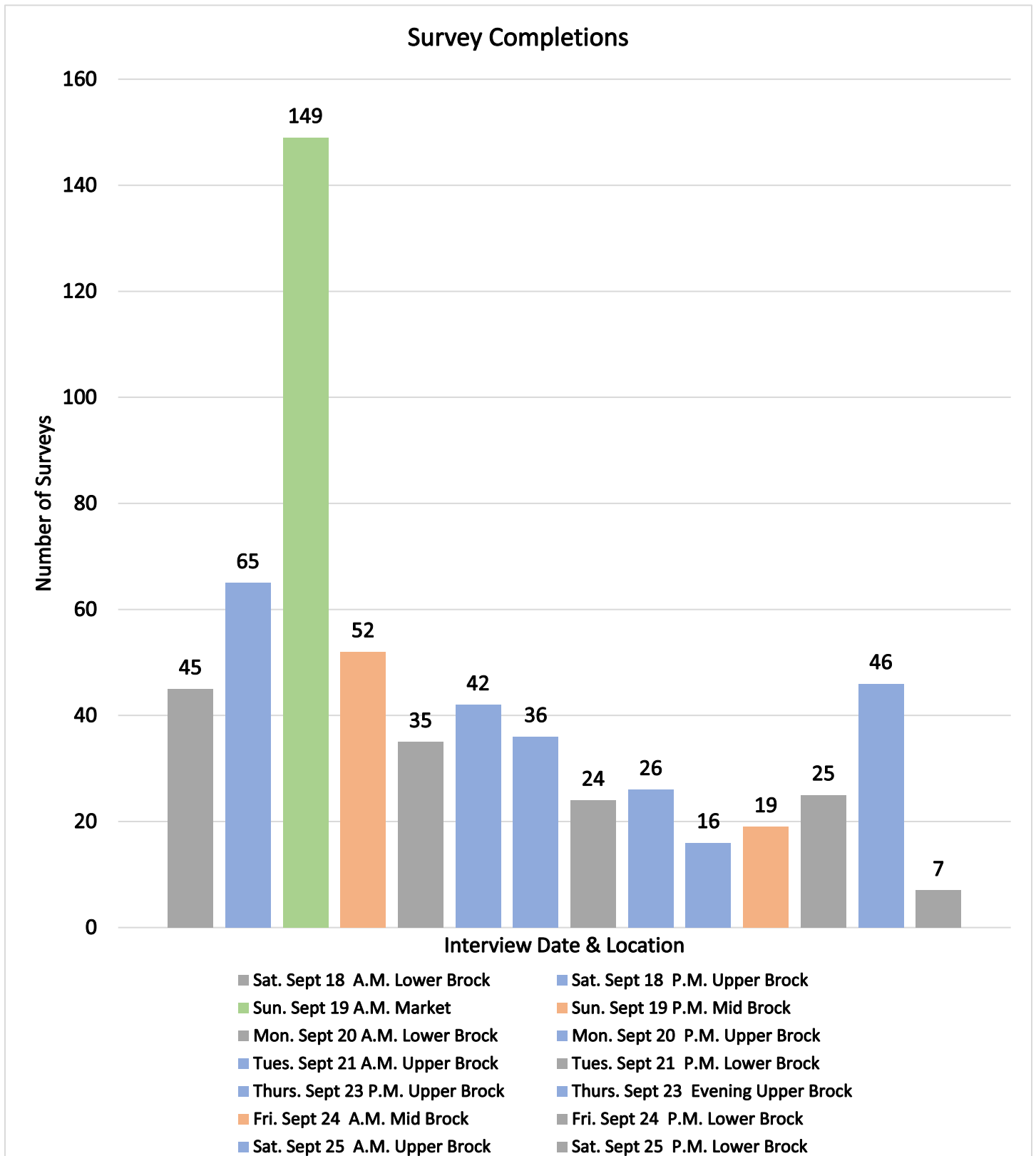
In addition to determining where customers of downtown Uxbridge live, the Customer Origin Survey also sought to understand why customers chose Uxbridge as opposed to surrounding downtowns, what brought them to downtown Uxbridge and what new businesses, services or activities they would like to see in downtown Uxbridge. See **Appendix A** for full survey.

The Downtown Uxbridge Customer Origin Survey was conducted between September 18 – September 25, 2021. It was important that surveys were completed on a normal week for downtown Uxbridge (no festivals or special events) to get an accurate representation of who normally visits downtown Uxbridge. Surveys were conducted each day with the exception of September 22 and the morning of September 23 due to inclement weather. Survey shifts were approximately two hours in length, and most days had both a morning and afternoon shift. Surveys were completed at different locations around downtown Uxbridge including Upper Brock, Lower Brock, Mid Brock and the Uxbridge Farmers Market.

² Ontario Ministry of Agriculture, Food & Rural Affairs (OMAFRA). (2018). Downtown Revitalization Coordinator's Manual.

Survey Execution

As illustrated below, the number of surveys completed varied quite substantially by day. The number of interviews conducted was symbolic of the pedestrian traffic experienced during the time slot. A total of 587 surveys were completed with 364 (62%) taking place on a weekend and 149 (25%) taking place at the Farmers Market.

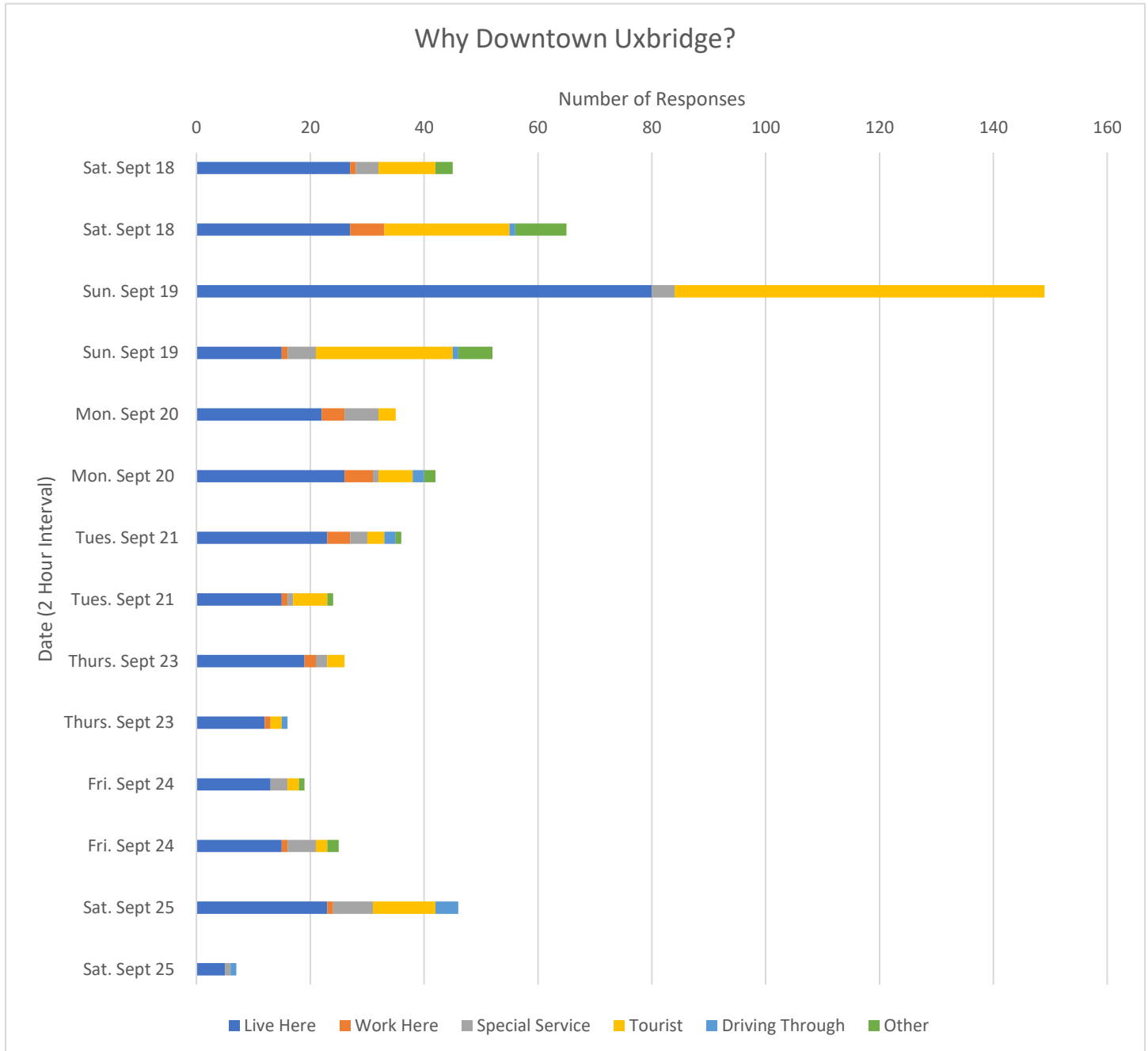


Why Uxbridge?

Survey respondents were asked why they chose to visit downtown Uxbridge as opposed to other commercial areas. Responses were categorized into one of the following six categories.

- They live in Uxbridge
- They work in Uxbridge
- There is a specialty service located in Uxbridge
- They are a tourist/day tripper
- They were driving through Uxbridge
- Other (please specify)

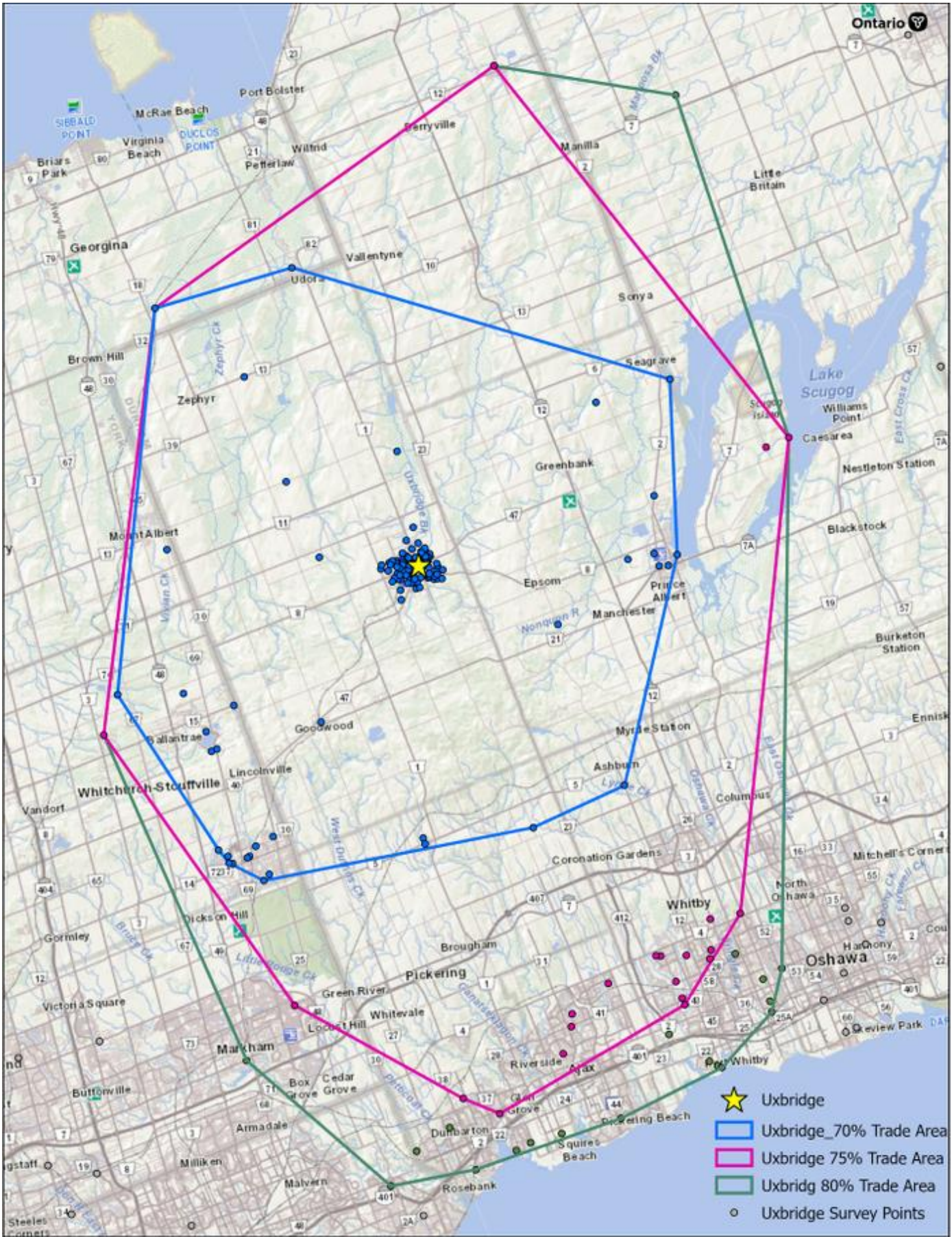
Results to this question are outlined below.



	Live in Uxbridge	Work in Uxbridge	Special Service	Tourist/ Day Tripper	Driving Through	Other	Total
Sat. Sept 18 (AM)	27	1	4	10	0	3	45
Sat. Sept 18 (PM)	27	6	0	22	1	9	65
Sun. Sept 19 (AM)	80	0	4	65	0	0	149
Sun. Sept 19 (PM)	15	1	5	24	1	6	52
Mon. Sept 20 (AM)	22	4	6	3	0	0	35
Mon. Sept 20 (PM)	26	5	1	6	2	2	42
Tues. Sept 21 (AM)	23	4	3	3	2	1	36
Tues. Sept 21 (PM)	15	1	1	6	0	1	24
Thurs. Sept 23 (PM)	19	2	2	3	0	0	26
Thurs. Sept 23 (PM)	12	1	0	2	1	0	16
Fri. Sept 24 (AM)	13	0	3	2	0	1	19
Fri. Sept 24 (PM)	15	1	5	2	0	2	25
Sat. Sept 25 (AM)	23	1	7	11	4	0	46
Sat. Sept 25 (PM)	5	0	1	0	1	0	7
Total	322	27	42	159	12	25	587

Key takeaways from the data above include:

- The vast majority of those surveyed as part of the Customer Origin Survey chose downtown Uxbridge as opposed to other downtowns or commercial areas because they are a resident of the Township of Uxbridge or because they decided to take a day trip to Uxbridge.
- The “other” category predominantly represents those who were visiting family who were residents of Uxbridge.
- Residents
 - Of the 587 people surveyed in downtown Uxbridge over the course of the week, 322 (55%) stated that they live in Uxbridge. This figure may be higher, as those who selected another response may also live in Uxbridge.
 - Of the 364 people surveyed in downtown Uxbridge on a Saturday or Sunday, at least 177 (49%) were residents of the Township of Uxbridge.
- Tourists/Day Trippers
 - Of the 587 people surveyed in downtown Uxbridge over the course of the week, 171 (29%) were tourists/day trippers or were driving through.
 - Of the 364 people surveyed in downtown Uxbridge on a Saturday or Sunday, 139 (38%) were from out of town (tourist/day tripper or driving through).
 - The map below illustrates where downtown Uxbridge customers came from between September 18 – September 25, 2021. Those visiting from outside of the 70% Trade Area were predominantly in town for the Farmers Market.

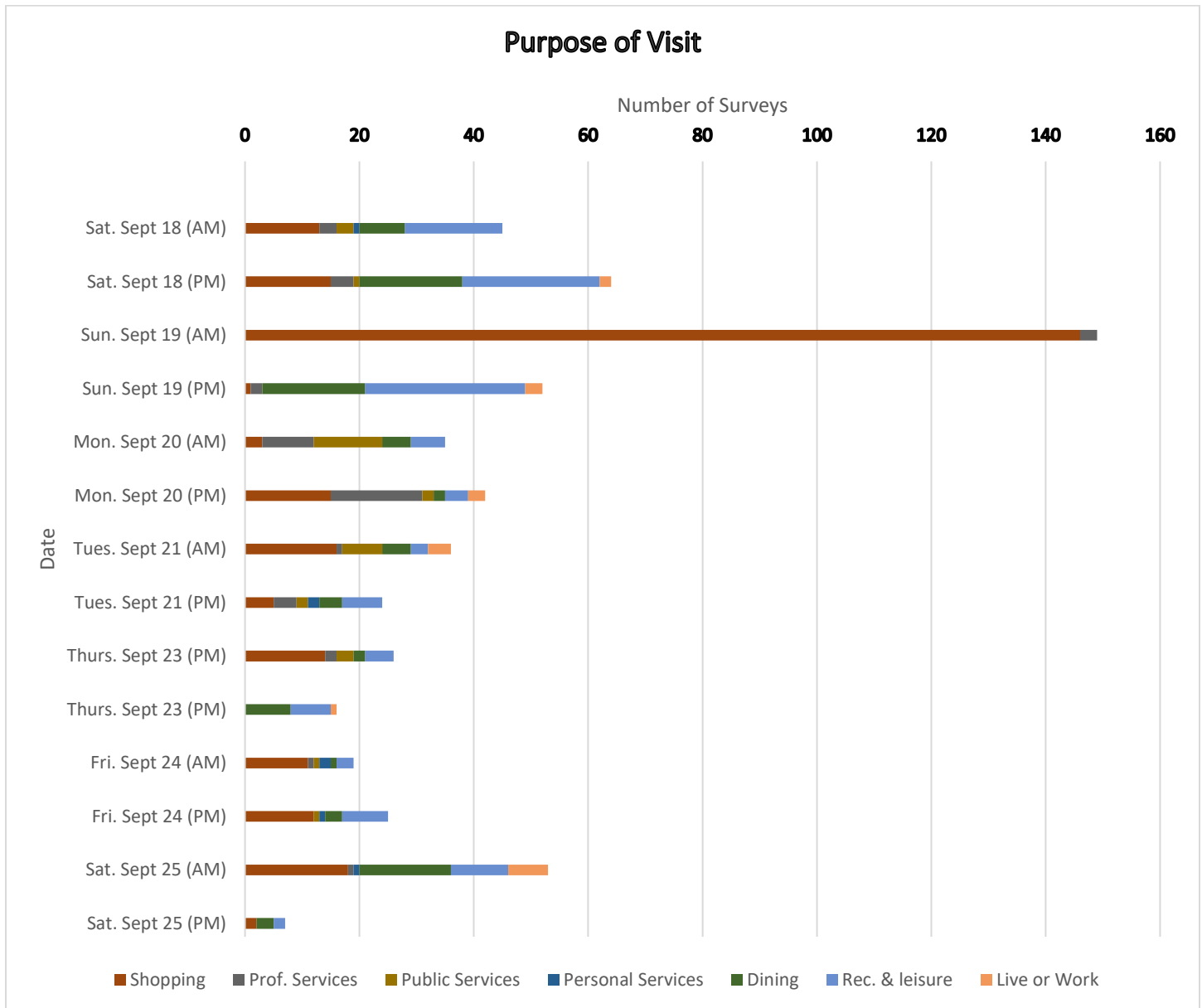


Purpose of Visit

Survey respondents were also asked to share the purpose of their visit to downtown Uxbridge. Options included:

- Live/work in downtown Uxbridge
- Recreation/leisure purposes
- Dining
- Personal services (e.g. haircut, nails, etc.)
- Public services (e.g. post office, library, etc.)
- Professional services (e.g. bank, accountant, etc.)
- Shopping

Results are illustrated below.



	Shopping	Prof. Services	Public Services	Personal Services	Dining	Recreation & Leisure	Live or Work	Total
Sat. Sept 18 (AM)	13	3	3	1	8	17	0	45
Sat. Sept 18 (PM)	15	4	1	0	18	24	2	64
Sun. Sept 19 (AM)	146	3	0	0	0	0	0	149
Sun. Sept 19 (PM)	1	2	0	0	18	28	3	52
Mon. Sept 20 (AM)	3	9	12	0	5	6	0	35
Mon. Sept 20 (PM)	15	16	2	0	2	4	3	42
Tues. Sept 21 (AM)	16	1	7	0	5	3	4	36
Tues. Sept 21 (PM)	5	4	2	2	4	7	0	24
Thurs. Sept 23 (PM)	14	2	3	0	2	5	0	26
Thurs. Sept 23 (PM)	0	0	0	0	8	7	1	16
Fri. Sept 24 (AM)	11	1	1	2	1	3	0	19
Fri. Sept 24 (PM)	12	0	1	1	3	8	0	25
Sat. Sept 25 (AM)	18	1	0	1	16	10	7	53
Sat. Sept 25 (PM)	2	0	0	0	3	2	0	7
Total	271	46	32	7	93	124	20	593

Key takeaways from the data above include:

- Shopping, recreation/leisure and dining were the three most common reasons for visiting downtown Uxbridge.
- With the exception of the Farmers Market (Sunday, September 19 AM), most respondents interviewed on a Saturday or Sunday were in the downtown for recreation/leisure (37%) or to dine (29%).
- 68% of those who dined in downtown Uxbridge throughout the week, did so on a Saturday or Sunday.
- Only seven people surveyed over the course of the week were in downtown Uxbridge to access a personal service.

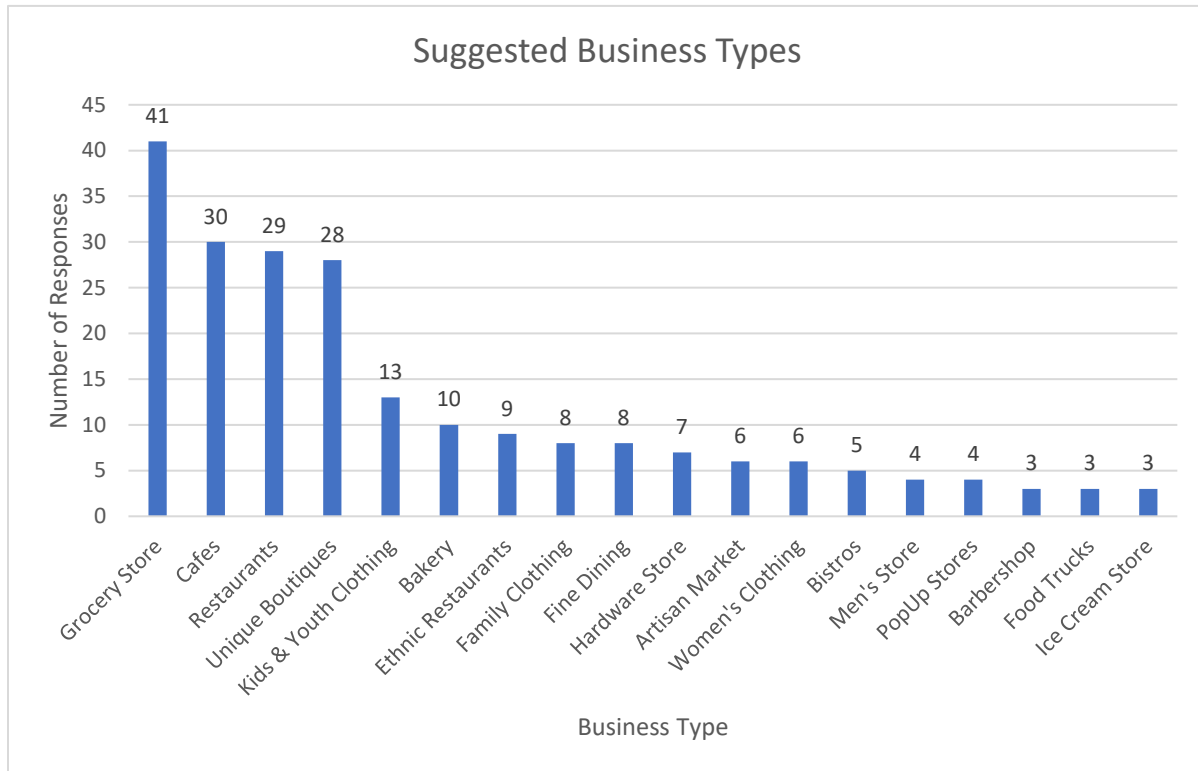
Special points to consider when analyzing the data include:

- The Uxbridge Farmers Market was taking place the morning of Sunday, September 19 which is the reason for the high number of shoppers. This is part of a normal week in downtown Uxbridge as the market takes place every Sunday from May to November.
- The abnormally high number of people visiting downtown Uxbridge for Public Services the morning of Monday, September 20 can be attributed to a Federal Election taking place on that date.
- Many diners visiting downtown Uxbridge on the evening of Thursday, September 23 were taking part in a school related fundraiser being held by Dominos.
- The vast majority of people visiting downtown Uxbridge to access professional services were visiting the bank.

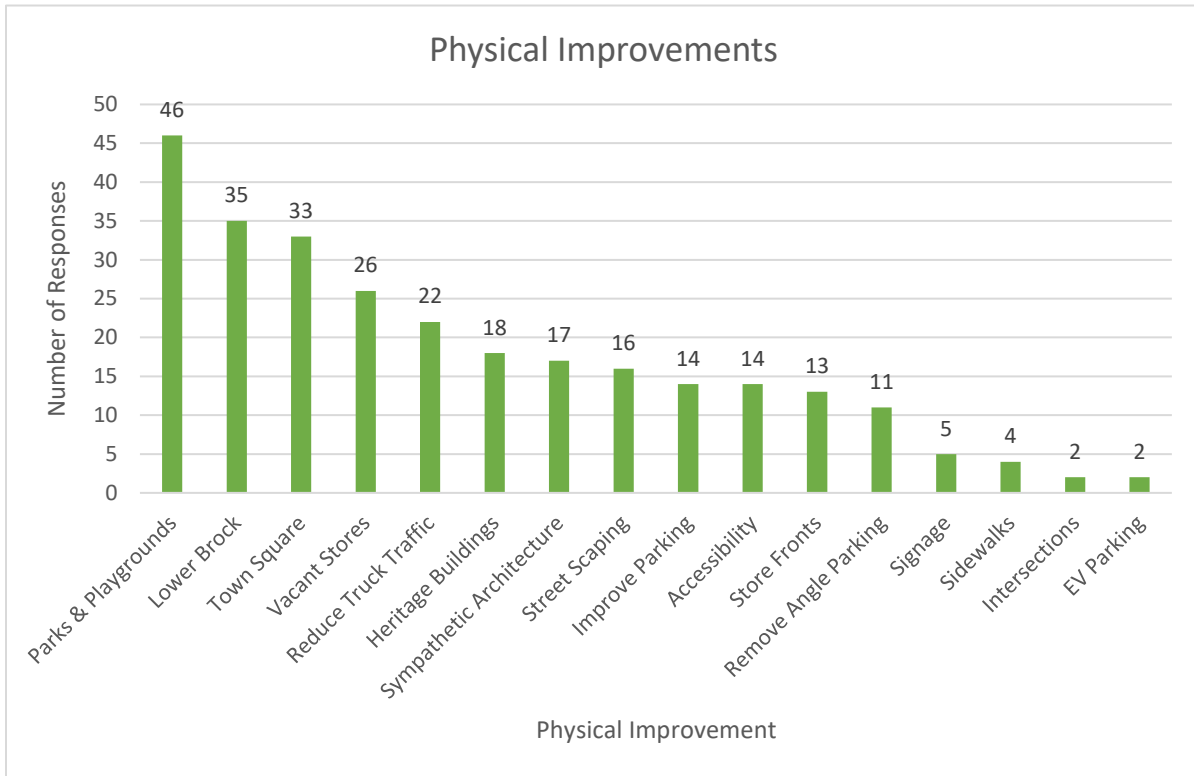
Open-Ended

Finally, respondents were asked what new types of businesses, services or activities they would like to see in downtown Uxbridge throughout the downtown revitalization process. Due to the dramatic range in responses, results have been broken down into new types of businesses, physical improvements, and other ideas for revitalization.

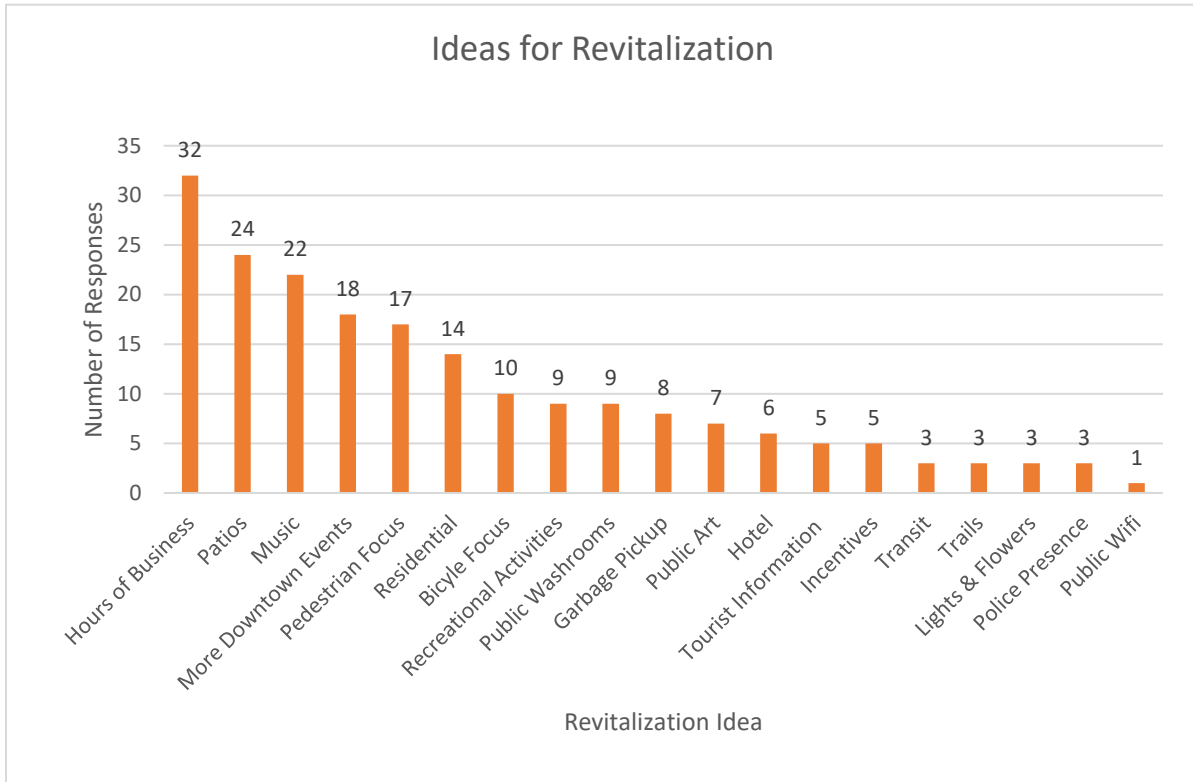
New Types of Businesses



Physical Improvements



Ideas for Revitalization



This project made possible with funding from

