

# THE ECONOMIC IMPACTS OF WATERFRONT PROPERTY HOUSEHOLDS IN ONTARIO

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# EXECUTIVE SUMMARY

The Federation of Ontario Cottagers' Association (FOCA) serves as the preeminent voice in Ontario for volunteer waterfront associations and waterfront property owners (WPO). Dedicated and driven by the continual need to meet its responsibilities to its members, FOCA is interested in quantifying the economic impacts of Ontario WPO.

As such, the purpose of this report is to estimate the regional economic impacts of WPO's expenditures on the Ontario economy.

Consumer spending habits and how their actions affect the economy were determined by implementing Statistics Canada's Interprovincial Input-Output (IO) Model to measure economic impacts.

The key findings in this report are as follows:

- Total estimated annual spending by waterfront property households in Ontario is **\$11.442B**.
- Waterfront property household spending contributes to the generation of **157,066** total jobs in Ontario.
- Waterfront property household spending contributes to the generation of **\$6.911B** total labour income in Ontario.
- Total GDP generated via Ontario waterfront property household spending is **\$11.662B**.

**For every 10 waterfront properties located in a community on average, they will create 6.3 jobs in the Province of Ontario and 5.4 of those jobs will be in the community where the waterfront property is located.**

The study shows that waterfront property household expenditure has a significant impact on the economy for every dollar spent. These dollars spent in the local and regional areas generate jobs, increase labour income, and add value to the gross regional product as they circulate through the local economies across the province.

# INTRODUCTION

Since its establishment in 1963, the Federation of Ontario Cottagers' Associations (FOCA) has served as the provincial voice of waterfront communities across Ontario. In collaboration with numerous stakeholders including governmental, academic, and regional organizations, FOCA works towards the establishment of best practices and policies to ensure the environmental and fiscal sustainability of Ontario's waterfront properties.

Property owners are important contributors to Ontario's economy. The purpose of this study is to estimate the regional economic impacts of permanent and seasonal waterfront property household expenditures on the Ontario economy. FOCA has previously estimated that Ontario's 250,000(+) waterfront property owners spent approximately eight billion dollars a year on non-real estate property-related expenses and paid approximately \$900 million in annual property taxes (FOCA, 2014).

This study illustrates the importance of waterfront property household spending in Ontario and the economic impact of this spending on the province, specifically its effects on Gross Domestic Product (GDP), labour income, and employment. These economic impacts were measured against different levels of economic activity (direct impact, supply chain, and induced by increased labour spending), and apportioned to the communities where the properties are located and beyond.

# DATA SOURCES AND METHODOLOGY

A full description of the data sources and methodology used to conduct this analysis can be found in Appendix C. This analysis used dwelling statistics obtained from FOCA and the Municipal Property Assessment Corporation (MPAC) to identify the number of waterfront properties in the province. Statistics Canada 2019 data was used to calculate waterfront property household spending and was adjusted to 2021 levels using Consumer Price Index (CPI) averages. The economic analysis uses Statistics Canada's Interprovincial Input-Output (IO) Model to measure economic impacts. In this manner, the number of jobs, labour income, and GDP associated with waterfront property household spending were calculated.

These economic impacts were calculated at 3 levels:

- **Direct impact** – These are the economic impacts associated directly with waterfront property household spending. For example, this could include the jobs or income created at the grocery store where a waterfront property household purchases food.
- **Indirect impact** – These are economic impacts associated with the indirect supply chains that support the directly impacted industries. For example, this could include the company that services refrigeration units in the grocery store.
- **Induced impact** – These are economic impacts associated with the changes in worker spending associated with changes in direct and indirect labour income. For example, this could include the haircuts the cashier from the grocery store purchases with their wages.

For the purposes of this analysis the impacts are assumed to take place in one of two locations:

- **In Community impacts** – Economic impacts that occur in the census division where the waterfront property is located.
- **Beyond Community impacts** – Economic impacts that occur beyond the census division where the waterfront property is located.

Direct impacts are assumed to take place in the community where the spending occurs.

Indirect impacts take place in and beyond the communities where the spending occurs. The impacts are apportioned based on the existing industry supply chain purchase patterns in these communities.

Induced impacts take place in the communities where there are changes to labour income associated with direct and indirect impacts.

# WATERFRONT PROPERTY HOUSEHOLDS AND THEIR SPENDING

## Waterfront Property Household Spending

In Ontario, waterfront property households spend an average of **\$45,994 annually** within the communities where their waterfront property is located and in surrounding areas.

Secondary properties are often used for weekend getaways, shorter and longer-term vacations, and seasonal visits. Other WPOs live full-time at their property. For this study, the duration of stay at waterfront properties annually was averaged at 17 weeks. This estimate was adopted following the consultation of industry specialists and subject matter experts. See more detail in Appendix C. Table 1 provides the values of waterfront property household expenditure by category in Ontario for 2021. This data presents the average annual household spending of waterfront property households using the 17-week average. Household spending estimates were derived from secondary data from Statistics Canada.

**Table 1: Average Waterfront Property Household Spending in Ontario by Category (2021\$)**

<b>Expenditure by Category</b>	<b>Annual Cottage Spending (Averaged 17-week stay)</b>
Food Expenditure	\$3,547
Accommodation/Shelter*	\$23,292
Household Spending	\$8,033
Transportation	\$5,241
General Care	\$503
Recreational	\$1,552
Leisure Spending	\$1,238
Other Spending	\$2,587
<b>Total**</b>	<b>\$45,994</b>

Source: Avaanz and FOCA - Statistics Canada (2019)

\*Includes \$2,800 spent on property taxes

\*\*Due to rounding the items shown do not add precisely to the Total

Waterfront property household spending was calculated as a percentage of annual average household spending for Ontario. The details of how this apportionment was done are further explained in Appendix C.



## Waterfront Property Household Spending by Industry

To measure the economic impacts of waterfront property household spending, each expenditure category was mapped to the most representative industry. Table 2 provides a summary of the relationships between spending categories and industry sectors.

**Table 2: Industry Sector Household Expenditure Category Correlation**

Industry Sector	Expenditure Category
Retail trade	Food Expenditure Household Spending General Care Leisure Spending
Finance and insurance	Accommodation/Shelter Other Spending
Utilities	Accommodation/Shelter
Transportation and warehousing	Transportation
Arts, entertainment, and recreation	Recreational
Accommodation and food services	Accommodation/Shelter
Other services (except public administration)	Leisure Spending

Source: Avaanz (2022)

Table 3 translates the waterfront property household spending by expenditure category to annual waterfront property spending by industry.

**Table 3: Waterfront Property Spending by Industry**

<b>Industry</b>	<b>Spend Per Waterfront Property Household</b>
Accommodation and food services	\$20,480
Retail trade	\$12,690
Transportation and warehousing	\$5,241
Arts, entertainment, and recreation	\$2,812
Utilities	\$2,587
Finance and insurance	\$1,552
Other services (except public administration)	\$632
<b>Total</b>	<b>\$45,994</b>

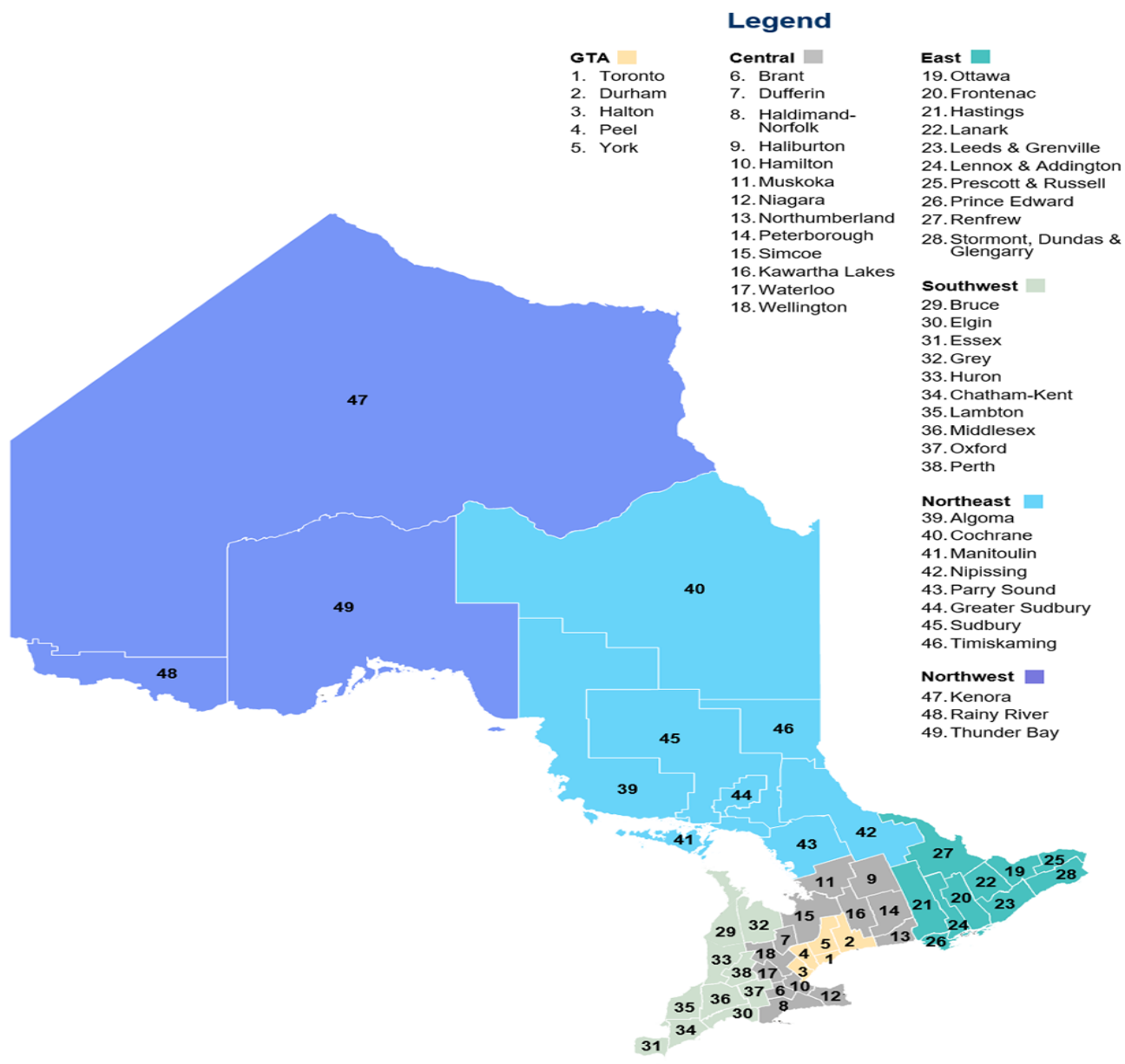
Source: Avaanz (2022)

## Waterfront Properties in Ontario

Although the figure 250,000 is commonly quoted for the number of waterfront properties across Ontario, for the purposes of this study, we have used the figure 248,763 which is based on MPAC data obtained by FOCA in 2022, by upper tier municipality (county/district).

Figure 1 provides an illustrative depiction of all the waterfront property regionalities and their related upper tier municipalities or districts.

**Figure 1: Upper Tier Municipalities/Districts by Region of Ontario**



Source: Ontario Population Projection - Map of Ontario Census Divisions (2021)

Table 4 sets out the number of waterfront property households by provincial region. Appendix D presents the number of waterfront property households by upper tier municipality.

**Table 4: Number of Waterfront Property Households by Provincial Region**

Provincial Region	No. of Waterfront Properties
Central	91,526
Northeast	57,492
East	51,586
Southwest	23,763
Northwest	19,903
Greater Toronto Area	4,493
<b>Total*</b>	<b>248,763</b>

Source: FOCA - MPAC (2022)

## Total Waterfront Property Household Spending in Ontario

Total annual Ontario waterfront household spending is about **\$11.442B**. Table 5 sets out this spending by industry. This was calculated based on the waterfront property per household spending by industry and the number of properties.

**Table 5: Aggregate Waterfront Property Household Spending by Industry**

	Per Property	Total
Utilities	\$20,480	\$699.5M
Retail trade	\$12,690	\$3,156.7M
Transportation and warehousing	\$5,241	\$1,303.8M
Finance and Insurance	\$2,812	\$643.5M
Arts, entertainment, and recreation	\$2,587	\$386.1M
Accommodation and food services	\$1,552	\$5,094.7M
Other services (except public administration)	\$632	\$157.1M
<b>Total</b>	<b>\$45,994</b>	<b>\$11,441.5M</b>

Source: Avaanz (2022)

\*Due to rounding the items shown do not add precisely to the Total

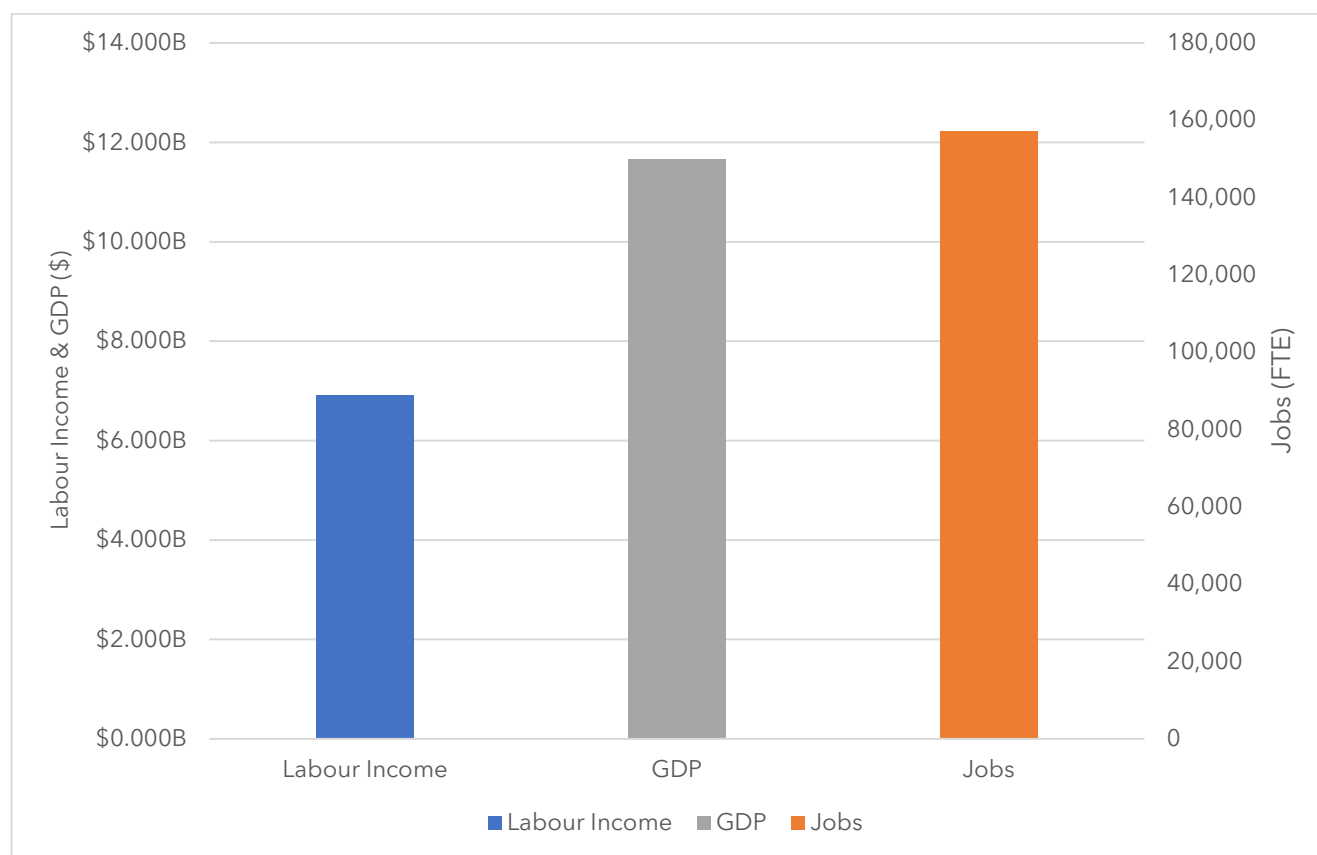
# TOTAL ECONOMIC IMPACTS OF WATERFRONT PROPERTY HOUSEHOLDS

## Total Provincial Economic Impacts of Waterfront Property Households

Using StatsCan's Interprovincial Input-Output (IO) Model, we have calculated that in 2021, **\$11.442B** of Ontario waterfront property household spending resulted in the following economic impacts:

- **157,066** full-time equivalent (FTE) jobs in the province of Ontario
- **\$6.911B** of annual labour income
- **\$11.662B** of annual Gross Domestic Product (GDP) in the Province of Ontario

**Figure 2: Economic Impact of Waterfront Property Household Spending**



Source: Avaanz (2022)

Spending by waterfront property households contributes to labour income and the GDP of local economies; thus, having a key impact on a multitude of industry sectors such as food and accommodation, recreation, retail trade, construction, and many other ancillary industries. Applying aggregate household spending and inclusive of primary and secondary effects (i.e., direct, indirect, and induced), the \$11.441B spent by waterfront property households in the year 2021 supported about 157,066 jobs in Ontario, generated \$6.911B in labour income and \$11.662B GDP within Ontario.

The spending habits of waterfront property households in Ontario play a critical role in stimulating the economy. The total economic impacts this demographic has on the economy are described in further detail below.

## Economic Impact of Waterfront Property Households by Level of Economic Activity

The total provincial impact of waterfront property household spending can further be broken down by level of economic activity (direct, indirect, and induced). Table 6 sets out FTE jobs, labour income and GDP generated by household spending. Economic impacts created stem from direct, indirect, and induced activities within each industry and region.

**Table 6: Economic Impact by Level of Economic Activity**

	<b>Jobs</b>	<b>Labour Income (\$)</b>	<b>GDP (\$)</b>
<b>Direct Impact</b>	109,763	4,059.2M	5,792.3M
<b>Indirect Impact</b>	27,095	1,726.8M	3,051.7M
<b>Induced Impact</b>	20,208	1,125.2M	2,818.1M
<b>Total</b>	<b>157,066</b>	<b>6,911.2M</b>	<b>11,662.1M</b>

Source: Avaanz (2022)

**Direct impact:** The direct impact of waterfront household spending include 109,763 jobs with an annual labour income value of \$4.059B for the jobs created and \$5.792B GDP.

**Indirect impact:** These are impacts generated by intermediate or business-to-business supply chain transactions required to fulfill the final needs of direct waterfront household spending. Indirect impacts include 27,095 jobs created across the intermediary supply chain, \$1.727B in labour income and \$3.052B of GDP.

**Induced impact:** These are the impacts caused by the spending of income generated from jobs as a consequence of waterfront household spending. With more money circulating in the economy and increased spending by waterfront property households, jobs are created and as a by-product labour income is gained by employees. Induced impacts include 20,208 jobs, \$1.125B labour income and \$2.818B GDP.



## Economic Impact of Waterfront Property Households Within and Beyond Waterfront Communities

While the economic impact of waterfront household spending on the Province of Ontario is an important measurement, not all the economic impact created by waterfront property households is captured in the communities where the properties are located. Most economic impacts of household spending are captured within the communities where properties are located, yet a smaller portion of the economic impacts are felt beyond these communities. Table 7 presents the total economic impacts within Ontario of waterfront property household spending in the communities where these households are located and beyond.

**Table 7: Total Economic Impacts of Waterfront Property Spending - Ontario**

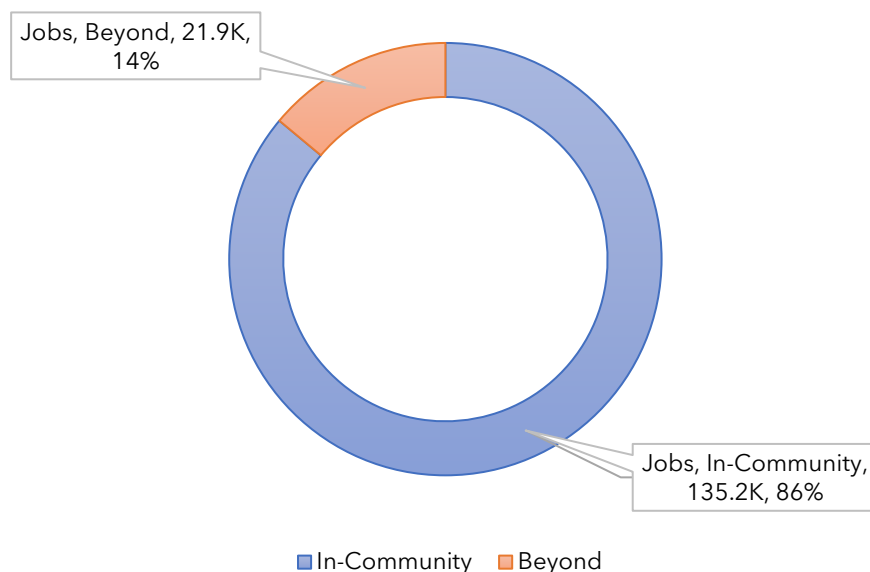
	<b>Jobs</b>	<b>Labour Income (\$)</b>	<b>GDP (\$)</b>
In-Community	135,176	5.553B	9.093B
Beyond	21,889	1.358B	2.569B
<b>Total</b>	<b>157,066</b>	<b>6.911B</b>	<b>11.662B</b>

Source: Avaanz (2022)

From the findings presented above, the spending habits of waterfront property households in Ontario play an important role in stimulating the economy where their properties are located. The total economic impacts this demographic has in-community and beyond are described below and summarized visually in Figure 3.

- Waterfront household spending results in the employment of about 135,176 FTE in the community where the waterfront property is located, and 21,889 FTE jobs beyond the community.
- Waterfront household spending results in labour income of about \$5.553B and GDP of \$9.093B in the community where the waterfront property is located, and \$1.358B in labour income and \$2.569B of GDP beyond the community.

**Figure 3: Economic Impact of Waterfront Property Household Spending - Jobs In-Community and Beyond**



Source: Avaanz (2022)

Table 8 sets out the FTE jobs generated by waterfront household spending within the community where the waterfront property is located and beyond. Of the 135,176 jobs created in the communities where properties are located, 84 percent are generated from spending on retail trade, accommodation, and food services.

**Table 8: FTE Jobs based on Waterfront Property Household Spending by Industry**

Industry	In-Community	Beyond Community
Accommodation and food services	70,154	9,931
Retail trade	43,063	6,351
Transportation and warehousing	8,848	2,492
Arts, entertainment, and recreation	4,429	1,058
Finance & Insurance	3,551	809
Utilities	2,508	1,021
Other services (except public administration)	2,623	226
<b>Total*</b>	<b>135,176</b>	<b>21,889</b>

Source: Avaanz (2022)

\*Due to rounding the items shown do not add precisely to the Total

Economic effects are identified as in-community (in the community where the waterfront property is located), and beyond community (outside of the community where the waterfront property is located). In-community effects arise because of spending on goods and services that are sourced locally (within the community where the waterfront property is

located) based on supply chain presence. Beyond community effects refer to effects that arise as a consequence of spending on goods and services that are sourced externally (beyond the community where the waterfront property is located) due to lack of internal supply chain presence.

A community is considered the individual census division where the waterfront property is located. Consequently, spending beyond a community on goods and services may very well be sourced from another waterfront property community with a more robust supply chain presence.

## CONCLUSIONS

### Summary of Findings

Below is a summary of the findings regarding the economic impact of waterfront property households in Ontario.

- Total estimated annual waterfront property household spending in Ontario is **\$11.442B**.
- Waterfront property household spending contributes to the generation of **\$6.911B** total labour income in Ontario of which 80 percent is generated in the waterfront property community and 20 percent is beyond.
- Total GDP generated via Ontario waterfront household spending is **\$11.662B**, of which 78 percent is in-community and 22 percent is beyond.
- Waterfront household spending contributes to the generation of **157,066** total jobs in Ontario. Of these jobs, 86 percent are generated in community. Waterfront property household spending contributes to job creation in the retail trade sector, and the accommodation and food services sector.
- **For every 10 waterfront properties located in a community on average, they will create 6.3 jobs in the Province of Ontario. On average 5.4 of those jobs will be in the community where the waterfront property is located.**

In communities with high numbers of waterfront properties such as Muskoka and Parry Sound, waterfront household spending creates over 10,000 jobs per community in these communities. This employment generates close to \$120M in labour income per community.

The effects that waterfront property households have on the local economy and the Province of Ontario are quite vast and diverse, creating a ripple effect across multiple industries. Waterfront property household spending is an important source of economic development and growth in the communities where they are located, and for the province.

## Caveats and Limitations

The information presented in this document has been prepared based on data availability and assumptions outlined in this study. Readers should be aware that although thorough research and rigour have been applied to the completion of this report, it is not possible to fully account for all considerations as well as control elements that are dynamic.

Data used for this study have been based on secondary sources and estimated from proxy data, as such, all estimated values should be considered with caution.

Input-Output models assume that sectors have homogenous, fixed, and linear production functions, that price is constant, and that there are no constraints to supply. This does not necessarily reflect the true dynamic nature of economies.

## Opportunities for Additional Study

Municipalities in waterfront property communities may be interested in waterfront property development and the related impacts on property tax incomes and other municipal revenues. The **property tax** contributions of Ontario's existing waterfront properties represent a significant source of funding for municipal services. While the Statistics Canada figures for average spending for all Ontario residential households does include \$2,800 for property taxes (Table 1), waterfront properties tend to have higher assessed values than non-waterfront; thus, waterfront property households are likely to be paying a larger amount of municipal property taxes than the overall Ontario average. Quantification of these contributions could be an interesting area for additional study.

Additional insight may furthermore be gained from conducting a **survey** on the spending habits of Ontario waterfront property households. Given the heavy reliance of this study on the estimated number of waterfront property households using MPAC data and the Statistics Canada average household spending, a survey could improve demographic statistics, and provide estimates that more closely represent the true waterfront property household population, and directly measure their spending patterns.

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# APPENDICES

## Appendix A: Glossary

Table A1: Glossary

Terms	Definition
<i>Direct Impacts</i>	Changes in output, income and jobs in businesses and agencies that directly receive waterfront property household spending
<i>Economic Multiplier</i>	Captures the proportion of secondary effects. Usually expressed as a ratio of total effects to direct effects
<i>FTE Jobs</i>	Total hours worked divided by average annual hours worked in full-time jobs. This can also be described as full-time-equivalent work years. The unit of measurement is equivalent to an individual's marginal unit of work
<i>Indirect Impacts</i>	Changes in output, income and jobs in industries that supply goods and services to the businesses that supply directly to waterfront property households
<i>Induced Impacts</i>	Changes in economic activity in the region resulting from household spending of income earned through a direct or indirect impact of waterfront property household spending
<i>Jobs</i>	The number of jobs in the region supported by waterfront property household spending. Jobs estimated are not full-time equivalents, but include full and partial employment positions
<i>Labour income</i>	Wages and salary income and employee benefits.
<i>Secondary impacts</i>	Changes in the economic activity in the region that result from the re-circulation of money spent by waterfront property households. Secondary impacts include indirect and induced impacts
<i>Total impacts</i>	This is the sum of direct, indirect, and induced impacts. <ul style="list-style-type: none"> <li>• Direct impacts: Accrued from waterfront property-related vacation and visitation business activities in the area</li> <li>• Indirect impacts: Accrued to a broader set of businesses that serve waterfront property-related vacation and visitation firms</li> <li>• Induced impacts are distributed across a variety of local businesses</li> </ul>
<i>Gross Domestic Product</i>	Net value added to the region's economy

Source: Avaanz (2022)



## Appendix B: Economic Multipliers

Table B1 shows the multiplier for the selected industries represented in this study

**Table B1: Economic Multipliers**

		Output	GDP	Labour Income	Jobs
<b>Direct</b>	Utilities	1	0.645	0.272	0.0000020
	Retail trade	1	0.584	0.43	0.0000112
	Finance and Insurance	1	0.564	0.24	0.0000027
	Arts, entertainment, and recreation	1	0.489	0.34	0.0000090
	Accommodation and food services	1	0.448	0.34	0.0000117
	Other services (except public administration)	1	0.596	0.478	0.0000141
<b>Indirect</b>	Utilities	0.361	0.21	0.128	0.0000018
	Retail trade	0.518	0.292	0.159	0.0000024
	Finance and Insurance	0.527	0.304	0.189	0.0000026
	Arts, entertainment, and recreation	0.562	0.314	0.195	0.0000035
	Accommodation and food services	0.528	0.247	0.138	0.0000023
	Other services (except public administration)	0.417	0.23	0.129	0.0000020
<b>Induced</b>	Utilities	0.259	0.176	0.071	0.0000013
	Retail trade	0.427	0.291	0.116	0.0000021
	Finance and Insurance	0.294	0.2	0.08	0.0000014
	Arts, entertainment, and recreation	0.355	0.242	0.097	0.0000017
	Accommodation and food services	0.35	0.238	0.095	0.0000017
	Other services (except public administration)	0.415	0.283	0.113	0.0000020
<b>Total</b>	Utilities	1.62	1.031	0.471	0.000005
	Retail trade	1.945	1.167	0.705	0.000016
	Finance and Insurance	1.821	1.068	0.509	0.000007
	Arts, entertainment, and recreation	1.917	1.045	0.632	0.000014
	Accommodation and food services	1.878	0.933	0.573	0.000016
	Other services (except public administration)	1.832	1.109	0.72	0.000018

Source: Avaanz (2022)

## Appendix C: Data Sources and Methodology

### Data Collection

Secondary data used for the study is sourced from the Municipal Property Assessment Corporation (MPAC), the Federation of Ontario Cottagers' Associations (FOCA), Statistics Canada, and EMSI. See available links in Bibliography, and highlights below of how the data was applied to the study analysis.

#### Dwelling Statistics

- FOCA & MPAC - Property Counts for Waterfront Properties by Upper-Tier Municipality (County/District), 2022.

Dwelling statistics obtained from FOCA and MPAC were used to identify the number of waterfront properties.

#### Household Expenditure

- Statistics Canada - Household spending, Canada, regions, and provinces - Household expenditures, summary-level categories

2019 annual spending by category for Ontario households was used to estimate expenditure associated with waterfront property dwelling households assuming an average annual 17-week residency period (Table C1).

#### Consumer Price Index (CPI)

- Statistics Canada - Ontario All-Items CPIs

CPI was used to adjust household spending estimates from 2019 dollars to 2021 dollars.

#### Input-Output (IO) Modeling

- Statistics Canada - Input-Output Multipliers, Provincial and Territorial, Detail Level

IO industry multipliers were applied against correlated total waterfront property household expenditures by category to calculate economic impacts within Ontario.

- EMSI - Industry Supply Chain

Outputs obtained from the IO modelling were further apportioned based on industry supply chain presence within each of the census divisions examined. 'In-community' and 'beyond community' economic impacts of waterfront property household spending were calculated by apportioning economic impacts according to local industry supply chain presence.

## Modelling Economic Impacts

This analysis uses Statistics Canada's Interprovincial Input-Output (IO) Model to measure economic impacts. IO models are used to simulate the economic impacts of an expenditure on a basket of goods and services or the output of industries. The simulation results from a "shock" to an IO model will show the direct, indirect, and induced impacts on gross output, Gross Domestic Product (GDP), labour income, and the number of jobs created (Statistics Canada, 2022).

Waterfront property household spending by budget item category was applied against the most recent (2018) Statistics Canada's Interprovincial IO Model industry sector multipliers for the Province of Ontario. The industry sector multipliers used for this study are provided in Appendix B. The application of expenditures to industry multipliers generates provincial estimates of direct, indirect, and induced economic impacts for each of the budget items. Definitions for these levels of impact are as follows.

- **Direct Impact:** measures the initial requirements for an extra dollar's worth of output of a given industry. The direct impact on the output of an industry is a one-dollar change in output to meet the change of one dollar in final demand. Associated with this change, there will also be direct impacts on GDP, jobs, and imports.
- **Indirect Impact:** measures the changes due to inter-industry purchases as they respond to the new demands of the directly affected industries. This includes all the chain reactions of output up the production stream since each of the products purchased will require, in turn, the production of various inputs.
- **Induced Impact:** measures the changes in the production of goods and services in response to consumer expenditures induced by households' incomes (i.e., wages) generated by the production of the direct and indirect requirements.

The impact levels noted are generated for each of the following measures:

- **Gross Output:** measures the total economic activity involved in the production of goods and services. It is a much broader measure of the economy than GDP. It is the value of net output or GDP plus intermediate production.
- **GDP:** measures the final output of finished goods and services.
- **Labour Income:** The dollar amount employed people earn by working. It includes wages and benefits.  
Full-time Equivalent - includes employee jobs converted to full-time
- **FTE Jobs:** equivalence based on the overall average full-time hours worked in either the government or business sectors.

Outputs from the application of IO industry multipliers were apportioned further based on industry presence within each of the census divisions examined. 'In-community' and 'beyond community' economic impacts were identified whereby the former constitutes impacts occurring within the census division of waterfront property residences supported by local industry presence and 'beyond community' constitute impacts occurring outside the census division of waterfront property residences supported by industry external to the census division.

## Calculation of Waterfront Property Usage

Based on FOCA surveys conducted from 2018 to 2021, the average amount of use individuals made of their waterfront household was determined. The estimate is calculated by looking at the type of property usage, the percentage of members per property use type, and the determined number of weeks spent per year at the waterfront property. Following from the Table below, that is 15 percent at 52 weeks, 5 percent at 36 weeks, 20 percent at 12 weeks, and 60 percent at 8 weeks. This equivalates to 16.8 weeks, rounded to 17 for this analysis.

**Table C1: Waterfront Property Residency Estimates (weeks per year) by Usage Types**

Type of Property Usage	Percentage	Approximate Number of Weeks Spent at Waterfront Property (Annually)
Permanent WPO resident	15%	52 weeks
Permanent WPO resident, but reside out of the country for part of the year ("snowbirds")	5%	36 weeks
Seasonal resident (full summer)	20%	12 weeks
Seasonal resident (weekends)	60%	8 weeks equivalent

Source: FOCA – Survey Summary Statistics (2022)

## Calculation of Waterfront Property Household Spending

The following percentages were applied to each Ontario household expenditure category to calculate waterfront property household spending.

**Table C2: Waterfront Property Household Spending as a Proportion of Average Ontario Annual Household Expenditure (%)**

<b>Expenditure</b>	<b>Annual Cottage Spending</b>
Food Expenditure	32.69%
Accommodation/Shelter	100.00%
Household Spending	100.00%
Transportation	39.29%
General Care	32.69%
Recreational	32.69%
Leisure Spending	32.69%
Other Spending	32.69%

Source: Avaanz and the FOCA - Statistics Canada (2019)

Most of the expenditure categories were factored at a percentage of 32.69% based on the average usage of 17 weeks per year per waterfront property household. (Table C1) This study assumed that waterfront property owners spend more on transportation than average households. To that effect this study has increased the percentage of household spending on transportation by waterfront property owners by 20% over their proportional average time spent at their property. Based on discussions with FOCA it was determined that the following expenditure categories should be factored at 100%:

- Accommodation/Shelter
- Household Spending

The below-listed expenditure categories were excluded from household expenditure totals for this analysis, since an estimated 80% of WPO are seasonal users, and therefore these amounts would not apply to the waterfront property, or would be accounted for elsewhere, with their primary residence household expenditures.

- Education
- Accommodations Away from Home
- Health Care
- Income Taxes

## Appendix D: Expenditure by Upper Tier Municipality

Table D1 shows the total expenditure for each of the upper tier municipalities included in this study.

**Table D1: Waterfront Property Household Expenditure by Property (\$)**

Upper Tier Municipality	Secondary Region	No. of Waterfront Properties	Cottage Expenditure (\$)	Jobs			Labour Income (\$)		
				In Community	Beyond Community	Total	In Community	Beyond Community	Total
<b>Algoma</b>	Northeast	9,913	455.9M	5,354	905	<b>6,259</b>	219.5M	55.9M	<b>275.4M</b>
<b>Brant</b>	Central	224	10.3M	128	14	<b>141</b>	5.4M	857.5K	<b>6.2M</b>
<b>Chatham-Kent</b>	Southwest	2,194	100.9M	1,209	176	<b>1,385</b>	50.0M	11.0M	<b>61.0M</b>
<b>Bruce</b>	Southwest	7,544	347.0M	4,099	664	<b>4,763</b>	168.1M	41.4M	<b>209.6M</b>
<b>Cochrane</b>	Northeast	3,051	140.3M	1,655	271	<b>1,926</b>	68.0M	16.8M	<b>84.8M</b>
<b>Dufferin</b>	Central	11	505.9K	6	1	<b>7</b>	248.9K	56.7K	<b>0.3M</b>
<b>Durham</b>	Greater Toronto Area	1,692	77.8M	944	125	<b>1,068</b>	39.3M	7.7M	<b>47.0M</b>
<b>Elgin</b>	Southwest	289	13.3M	160	23	<b>182</b>	6.6M	1.4M	<b>8.0M</b>
<b>Essex</b>	Southwest	5,507	253.3M	3,132	345	<b>3,477</b>	131.7M	21.3M	<b>153.0M</b>
<b>Frontenac</b>	East	10,436	480.0M	5,786	803	<b>6,589</b>	240.4M	49.5M	<b>289.9M</b>
<b>Grey</b>	Southwest	3,390	155.9M	1,885	256	<b>2,140</b>	78.3M	15.9M	<b>94.2M</b>
<b>Haldimand-Norfolk</b>	Central	3,650	167.9M	2,046	259	<b>2,305</b>	85.3M	16.1M	<b>101.4M</b>
<b>Haliburton</b>	Central	15,713	722.7M	8,175	1,746	<b>9,921</b>	328.1M	108.4M	<b>436.5M</b>
<b>Halton</b>	Greater Toronto Area	559	25.7M	328	25	<b>353</b>	14.0M	1.5M	<b>15.5M</b>
<b>Hamilton</b>	Central	254	11.7M	148	13	<b>160</b>	6.3M	785.7K	<b>7.1M</b>
<b>Hastings</b>	East	7,492	344.6M	4,191	539	<b>4,730</b>	174.6M	33.6M	<b>208.1M</b>
<b>Huron</b>	Southwest	2,296	105.6M	1,275	175	<b>1,450</b>	52.9M	10.9M	<b>63.8M</b>
<b>Kawartha Lakes</b>	Central	9,742	448.1M	5,287	864	<b>6,151</b>	217.1M	53.5M	<b>270.7M</b>
<b>Kenora</b>	Northwest	10,833	498.2M	5,710	1,129	<b>6,840</b>	230.9M	70.1M	<b>301.0M</b>
<b>Lambton</b>	Southwest	2,292	105.4M	1,268	179	<b>1,447</b>	52.6M	11.1M	<b>63.7M</b>
<b>Lanark</b>	East	5,026	231.2M	2,713	460	<b>3,173</b>	111.2M	28.4M	<b>139.6M</b>
<b>Leeds and Grenville</b>	East	8,392	386.0M	4,612	687	<b>5,299</b>	190.5M	42.6M	<b>233.2M</b>
<b>Lennox and Addington</b>	East	3,495	160.7M	1,879	327	<b>2,207</b>	76.7M	20.4M	<b>97.1M</b>



Upper Tier Municipality	Secondary Region	No. of Waterfront Properties	Cottage Expenditure (\$)	Jobs			Labour Income (\$)		
				In Community	Beyond Community	Total	In Community	Beyond Community	Total
<b>Manitoulin</b>	Northeast	3,883	178.6M	2,025	426	<b>2,452</b>	81.4M	26.5M	<b>107.9M</b>
<b>Middlesex</b>	Southwest	233	10.7M	137	11	<b>147</b>	5.8M	662.4K	<b>6.5M</b>
<b>Muskoka</b>	Central	24,900	1,145.2M	13,362	2,360	<b>15,722</b>	545.9M	145.9M	<b>691.8M</b>
<b>Niagara</b>	Central	3,325	152.9M	1,836	263	<b>2,099</b>	76.1M	16.2M	<b>92.4M</b>
<b>Nipissing</b>	Northeast	6,898	317.3M	3,758	597	<b>4,355</b>	154.6M	37.0M	<b>191.6M</b>
<b>Northumberland</b>	Central	3,251	149.5M	1,819	234	<b>2,053</b>	75.8M	14.5M	<b>90.3M</b>
<b>Ottawa</b>	East	2,860	131.5M	1,617	189	<b>1,806</b>	67.8M	11.7M	<b>79.5M</b>
<b>Oxford</b>	Southwest	18	827.9K	10	1	<b>11</b>	429.3K	70.7K	<b>0.5M</b>
<b>Parry Sound</b>	Northeast	20,345	935.7M	10,768	2,077	<b>12,846</b>	436.3M	128.9M	<b>565.2M</b>
<b>Peel</b>	Greater Toronto Area	290	13.3M	172	11	<b>183</b>	7.4M	690.6K	<b>8.1M</b>
<b>Peterborough</b>	Central	14,663	674.4M	8,123	1,135	<b>9,258</b>	336.8M	70.5M	<b>407.4M</b>
<b>Prescott and Russell</b>	East	1,619	74.5M	893	129	<b>1,022</b>	36.9M	8.0M	<b>45.0M</b>
<b>Prince Edward</b>	East	2,977	136.9M	1,585	294	<b>1,880</b>	64.4M	18.3M	<b>82.7M</b>
<b>Rainy River</b>	Northwest	3,015	138.7M	1,596	307	<b>1,904</b>	64.6M	19.1M	<b>83.8M</b>
<b>Renfrew</b>	East	7,924	364.5M	4,294	710	<b>5,003</b>	176.1M	44.1M	<b>220.1M</b>
<b>Simcoe</b>	Central	15,563	715.8M	8,745	1,081	<b>9,826</b>	365.5M	66.9M	<b>432.4M</b>
<b>Stormont, Dundas, and Glengarry</b>	East	1,365	62.8M	761	100	<b>862</b>	31.6M	6.3M	<b>37.9M</b>
<b>Sudbury</b>	Northeast	10,486	482.3M	5,512	1,109	<b>6,621</b>	222.3M	69.0M	<b>291.3M</b>
<b>Thunder Bay</b>	Northwest	6,055	278.5M	3,322	501	<b>3,823</b>	137.2M	31.0M	<b>168.2M</b>
<b>Timiskaming</b>	Northeast	2,916	134.1M	1,573	268	<b>1,841</b>	64.3M	16.7M	<b>81.0M</b>
<b>Toronto</b>	Greater Toronto Area	131	6.0M	78	5	<b>83</b>	3.3M	0.3M	<b>3.6M</b>
<b>Waterloo</b>	Central	96	4.4M	56	4	<b>61</b>	2.4M	0.3M	<b>2.7M</b>
<b>Wellington</b>	Central	134	6.2M	77	7	<b>85</b>	3.3M	0.4M	<b>3.7M</b>
<b>York</b>	Greater Toronto Area	1,821	83.8M	1,066	84	<b>1,150</b>	45.4M	5.2M	<b>50.6M</b>
<b>Ontario</b>		<b>248,763</b>	<b>11,441.5M</b>	<b>135,176</b>	<b>21,889</b>	<b>157,066</b>	<b>5,553.4M</b>	<b>1,357.9M</b>	<b>6,911.2M</b>

\* These calculations are based on the provincial average of WPO spending (See Table 1), number of waterfront properties per upper tier municipality, and supply chain patterns per upper tier municipality

Source: Avaanz (2022)