

CITÉ DES ACHATS RIMOUSKI

POWER CENTRE

Rimouski, Quebec



Amiska Corporation Immobilière Inc.
Martineau Courtier Immobilier Agréé Inc.



SOCIO DEMOGRAPHIC FACTORS

Rimouski - Commercial Sector

	Rimouski - Commercial Zone			Province of Quebec
	Primary	Secondary	Total	
Population 2001	63,987	68,204	132,191	7,237,479
Variation 1996/2001	-1%	-4%	-3%	1%
Households 2001	25,900	27,300	53,200	3,230,196
Variation 1996/2001	2%	41400%	2%	n/a
Age Groups				
0-4	5.40%	5.60%	5.50%	6.40%
5-14	12.80%	13.90%	13.30%	12.80%
15-24	14.60%	13.30%	13.90%	13.30%
25-35	13.00%	12.50%	12.70%	15.30%
35-44	18.60%	17.20%	17.90%	17.40%
45-54	14.60%	13.30%	14.00%	13.70%
55-64	8.20%	9.30%	8.80%	9.10%
65+	12.80%	14.90%	13.90%	12.00%
Average Age	37.50	38.00	37.80	36.80
Language				
French	98.70%	96.00%	97.50%	80.90%
English	0.70%	2.80%	1.60%	8.30%
Other	0.60%	1.20%	0.90%	10.80%
Civil Status				
Single	41.80%	38.20%	39.80%	38.20%
Married	41.50%	45.40%	43.60%	43.70%
Widowed	6.40%	7.80%	7.20%	6.60%
Divorced	10.30%	8.60%	9.40%	11.50%
Family Structure				
No Children	34.40%	34.20%	34.20%	34.00%
1 Child	29.10%	28.50%	28.50%	29.70%
2 Children	27.30%	24.70%	24.70%	26.00%
3+ Children	9.20%	12.60%	12.60%	10.30%
Dwelling				
Owners	64.40%	73.00%	68.80%	56.50%
Tenants	35.60%	27.00%	31.20%	43.50%
Education				
Primary	17.00%	27.60%	22.60%	18.10%
Secondary	33.50%	39.40%	36.40%	34.90%
Post Secondary	29.80%	23.80%	26.70%	26.80%
Graduate	19.70%	9.20%	14.30%	20.20%
Family Income				
less than \$20,000	29.30%	35.40%	31.70%	29.00%
\$20,000 to \$39,999	27.70%	32.70%	30.70%	27.30%
\$40,000 to \$59,999	22.50%	19.40%	20.90%	20.70%
\$60,000 to \$79,999	10.60%	7.80%	9.20%	12.00%
\$80,000 to \$99,999	5.60%	2.70%	3.90%	5.70%
\$100,000+	4.30%	2.00%	3.60%	5.30%
Average	\$ 40,812	\$ 33,293	\$ 36,989	\$ 42,229

POTENTIAL MARKET
Rimouski - Commercial Sector

	Avg household spending 2002		Potential Market	
	Comm Sector	Quebec	2002	2006
Primary Zone				
Food	\$ 2,275	\$ 2,267	\$ 144,838,600	\$ 151,152,225
Pharmacy	\$ 415	\$ 414	\$ 26,450,500	\$ 27,603,450
Clothing	\$ 575	\$ 566	\$ 36,161,700	\$ 37,738,050
Furniture	\$ 570	\$ 561	\$ 35,842,300	\$ 37,404,675
Department Stores	\$ 500	\$ 495	\$ 31,625,600	\$ 33,004,125
General Commodities	\$ 390	\$ 386	\$ 24,661,500	\$ 25,736,550
Hardware	\$ 265	\$ 263	\$ 16,803,100	\$ 17,535,525
Auto Parts	\$ 290	\$ 288	\$ 18,400,300	\$ 19,202,400
Semi Durable Goods	\$ 110	\$ 109	\$ 6,964,000	\$ 7,267,575
Durable Goods	\$ 220	\$ 217	\$ 13,864,100	\$ 14,468,475
Other	\$ 95	\$ 94	\$ 6,005,700	\$ 6,267,450
Total	\$ 5,705	\$ 5,660	\$ 361,617,400	\$ 377,380,500
Secondary Zone				
Food	\$ 2,275	\$ 2,227	\$ 151,146,500	\$ 155,500,275
Pharmacy	\$ 415	\$ 406	\$ 27,555,200	\$ 28,348,950
Clothing	\$ 575	\$ 520	\$ 35,292,400	\$ 36,309,000
Furniture	\$ 570	\$ 516	\$ 35,020,900	\$ 36,029,700
Department Stores	\$ 500	\$ 468	\$ 31,763,200	\$ 32,678,100
General Commodities	\$ 390	\$ 365	\$ 24,772,600	\$ 25,486,125
Hardware	\$ 265	\$ 251	\$ 17,035,400	\$ 17,526,075
Auto Parts	\$ 290	\$ 278	\$ 18,867,900	\$ 19,411,350
Semi Durable Goods	\$ 110	\$ 102	\$ 6,922,700	\$ 7,122,150
Durable Goods	\$ 220	\$ 201	\$ 13,641,900	\$ 14,034,825
Other	\$ 95	\$ 87	\$ 5,904,700	\$ 6,074,775
Total	\$ 5,705	\$ 5,421	\$ 367,923,400	\$ 378,521,325
TOTAL COMMERCIAL ZONE				
Food	\$ 2,275	\$ 2,247	\$ 295,985,100	\$ 306,652,500
Pharmacy	\$ 415	\$ 410	\$ 54,005,700	\$ 55,952,400
Clothing	\$ 575	\$ 543	\$ 71,454,100	\$ 74,047,050
Furniture	\$ 570	\$ 538	\$ 70,863,200	\$ 73,434,375
Department Stores	\$ 500	\$ 481	\$ 63,388,800	\$ 65,682,225
General Commodities	\$ 390	\$ 375	\$ 49,434,100	\$ 51,222,675
Hardware	\$ 265	\$ 257	\$ 33,838,500	\$ 35,061,600
Auto Parts	\$ 290	\$ 283	\$ 37,268,200	\$ 38,613,750
Semi Durable Goods	\$ 110	\$ 105	\$ 13,886,700	\$ 14,389,725
Durable Goods	\$ 220	\$ 209	\$ 27,506,000	\$ 28,503,300
Other	\$ 95	\$ 90	\$ 11,910,400	\$ 12,342,225
Total	\$ 5,705	\$ 5,538	\$ 729,540,800	\$ 755,901,825

POTENTIAL MARKET PER CATEGORY**Rimouski****2002**

Category	Rimouski - Commercial Zone		
	Primary	Secondary	Total
Automobile Parts	\$ 6,141,000	\$ 7,278,000	\$ 13,419,000
Beauty & Health	\$ 32,187,000	\$ 33,598,000	\$ 65,785,000
Children's Clothing	\$ 4,840,000	\$ 4,706,000	\$ 9,546,000
Computer Store	\$ 3,721,000	\$ 414	\$ 6,457,000
Electronics	\$ 7,025,000	\$ 7,059,000	\$ 14,084,000
Florist	\$ 651,000	\$ 575,000	\$ 1,226,000
Food Services	\$ 149,225,000	\$ 161,260,000	\$ 310,485,000
Furniture & Appliances	\$ 15,404,000	\$ 14,118,000	\$ 29,522,000
Greeting Cards	\$ 781,000	\$ 766,000	\$ 1,547,000
Hairdresser & Beauty Salons	\$ 8,977,000	\$ 8,482,000	\$ 17,459,000
Hardware	\$ 12,490,000	\$ 13,516,000	\$ 26,006,000
Household	\$ 6,505,000	\$ 5,718,000	\$ 12,223,000
Jewellery	\$ 1,952,000	\$ 1,642,000	\$ 3,594,000
Laundry	\$ 2,394,000	\$ 1,669,000	\$ 4,063,000
Leather Articles	\$ 1,223,000	\$ 1,067,000	\$ 2,290,000
Libraries	\$ 364,000	\$ 2,736,000	\$ 3,100,000
Men's Clothing	\$ 13,114,000	\$ 12,230,000	\$ 25,344,000
Music Instruments	\$ 520,000	\$ 438,000	\$ 958,000
Office Supplies	\$ 2,524,000	\$ 2,271,000	\$ 4,795,000
Optometrist	\$ 3,044,000	\$ 3,447,000	\$ 6,491,000
Pet Shops	\$ 1,561,000	\$ 1,669,000	\$ 3,230,000
Photos	\$ 1,978,000	\$ 1,751,000	\$ 3,729,000
Record Store	\$ 2,524,000	\$ 1,860,000	\$ 4,384,000
Restaurants & Bars	\$ 32,005,000	\$ 34,036,000	\$ 66,041,000
S.A.Q.	\$ 5,074,000	\$ 3,858,000	\$ 8,932,000
Shoe Repair	\$ 156,000	\$ 109,000	\$ 265,000
Shoes	\$ 6,453,000	\$ 6,539,000	\$ 12,992,000
Sporting Goods	\$ 8,118,000	\$ 7,770,000	\$ 15,888,000
Textile	\$ 2,420,000	\$ 2,298,000	\$ 4,718,000
Toy Stores	\$ 2,498,000	\$ 2,298,000	\$ 4,796,000
Travel Agency	\$ 3,877,000	\$ 3,064,000	\$ 6,941,000
Video Clubs	\$ 2,914,000	\$ 2,544,000	\$ 5,458,000
Women's Clothing	\$ 21,675,000	\$ 20,028,000	\$ 41,703,000
TOTAL	\$ 364,335,000	\$ 370,400,414	\$ 737,471,000

Schéma de site Cité des Achats Rimouski Inc. Rimouski, QC



Concessionnaire
Chevrolet



National
location d'autos



Bureau en Gros

Hôtel Restaurant
L'Empress



Shell

Tim Hortons



PETRO-CANADA

Montée Industrielle et Commerciale

Harley
Davidson

Payless ShoeSource

penningtons inc L'Équipeur

super C



WAL*MART



Bâtiment
projeté

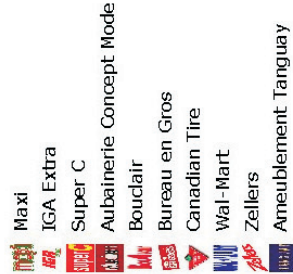
Bâtiment
projeté

Bâtiment
projeté

CITÉ DES ACHATS RIMOUSKI INC.

Rimouski, Qc

Principales grandes surfaces



0.6 0 0.6 1.2 Kilomètres



944/m/s3d4/proj/estm/rimouski/rimouski/carte