

Patterns and Potential for Postal Banking:

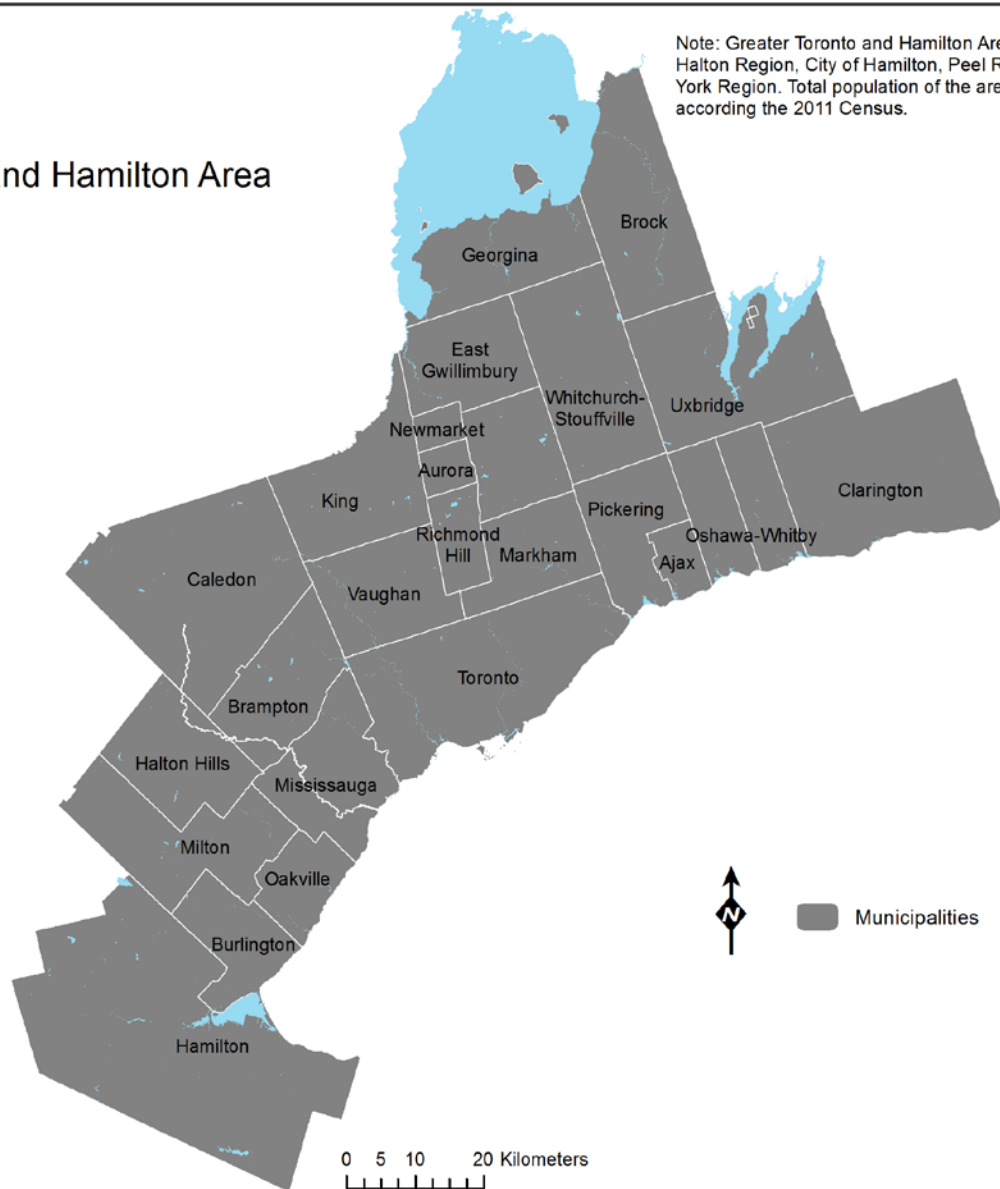
Mapping post offices, banks and payday lenders in the Greater Toronto and Hamilton area and the province of Newfoundland and Labrador

Overview

- Project mapped the retail network of Canada Post, Canada's "big six" banks, and major payday loan chains in the Greater Toronto and Hamilton Area (GTHA) as well as in Newfoundland and Labrador.
- Purpose:
 - Reveal the spatial distribution of Canada Post locations, "Big Six" bank branches, and Payday Loan stores.
 - Explore the geographic context for Postal Banking.
 - Identify urban/rural differences
- Two key questions:
 - *How close are Canada Post locations, "Big Six" branches, and Payday Loan stores to each other?*
 - *How many people live near Canada Post locations, "Big Six" branches, and Payday Loan stores?*

Greater Toronto and Hamilton Area

Note: Greater Toronto and Hamilton Area includes Durham Region, Halton Region, City of Hamilton, Peel Region, City of Toronto, and York Region. Total population of the area is approximately 6.5 million according to the 2011 Census.



Greater Toronto and Hamilton Area: **Context**

- Largest urban region in Canada with 6.5 million residents.
 - City of Toronto: 2.6 million
 - Rest of the GTA: 3.4 million
 - Regional municipalities: Durham (608,124), Halton (501,669), Peel (1,296,814), York (1,032,524)
 - Extended region increasingly includes the City of Hamilton (519,949)
- The GTA as a “Global City”
 - Major financial centre
 - Fast-growing urban region fuelled by global linkages and immigration
 - Neighbourhood-scale income and social polarization increasing in the City of Toronto.
 - Large urban shadow (extended exurban zone mixed with recreation and agricultural land uses, as well as numerous 2nd tier or satellite cities and towns).

Greater Toronto and Hamilton Area: **Basic Numbers**

- *Canada Post Locations*

- Total locations: 424
 - 72 Canada Post Corporation locations identified based upon naming convention (i.e. had PO, Stn, Csc, etc., in name)
 - CUPW-staffed: 34
 - Non-CUPW staffed: 38
 - 352 franchise locations
 - Of these more than half are in Shoppers Drug Mart stores (197)
 - The remainder are predominantly found in pharmacies and convenience stores.

- *Big Six Banks*

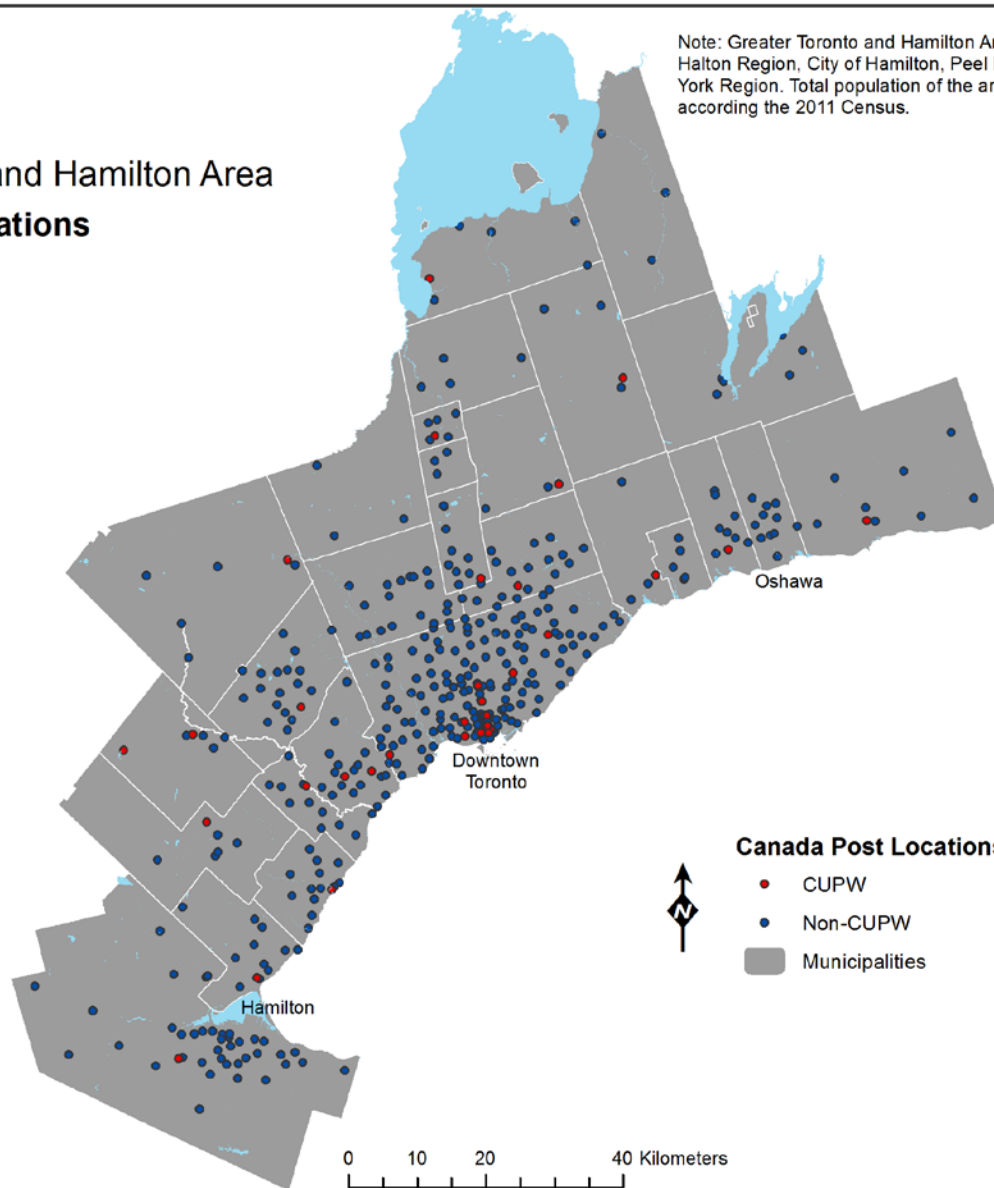
- Total branches: 1270
 - Bank of Montreal: (BMO) 189
 - Bank of Nova Scotia (Scotiabank): 223
 - Canadian Imperial Bank of Commerce (CIBC): 244
 - National Bank of Canada: 33
 - Royal Bank of Canada (RBC): 247
 - Toronto Dominion (TD): 334

- *Payday Loan Stores*

- Total stores: 326
 - Money Mart: 142; Cash Money: 52; Cash Max: 41; Cash 4 You: 32; The Cash Store: 26; Instaloans: 12; Loans Till Payday: 9; Stop n Cash: 7; The Cash Source: 5;

Greater Toronto and Hamilton Area Canada Post Locations

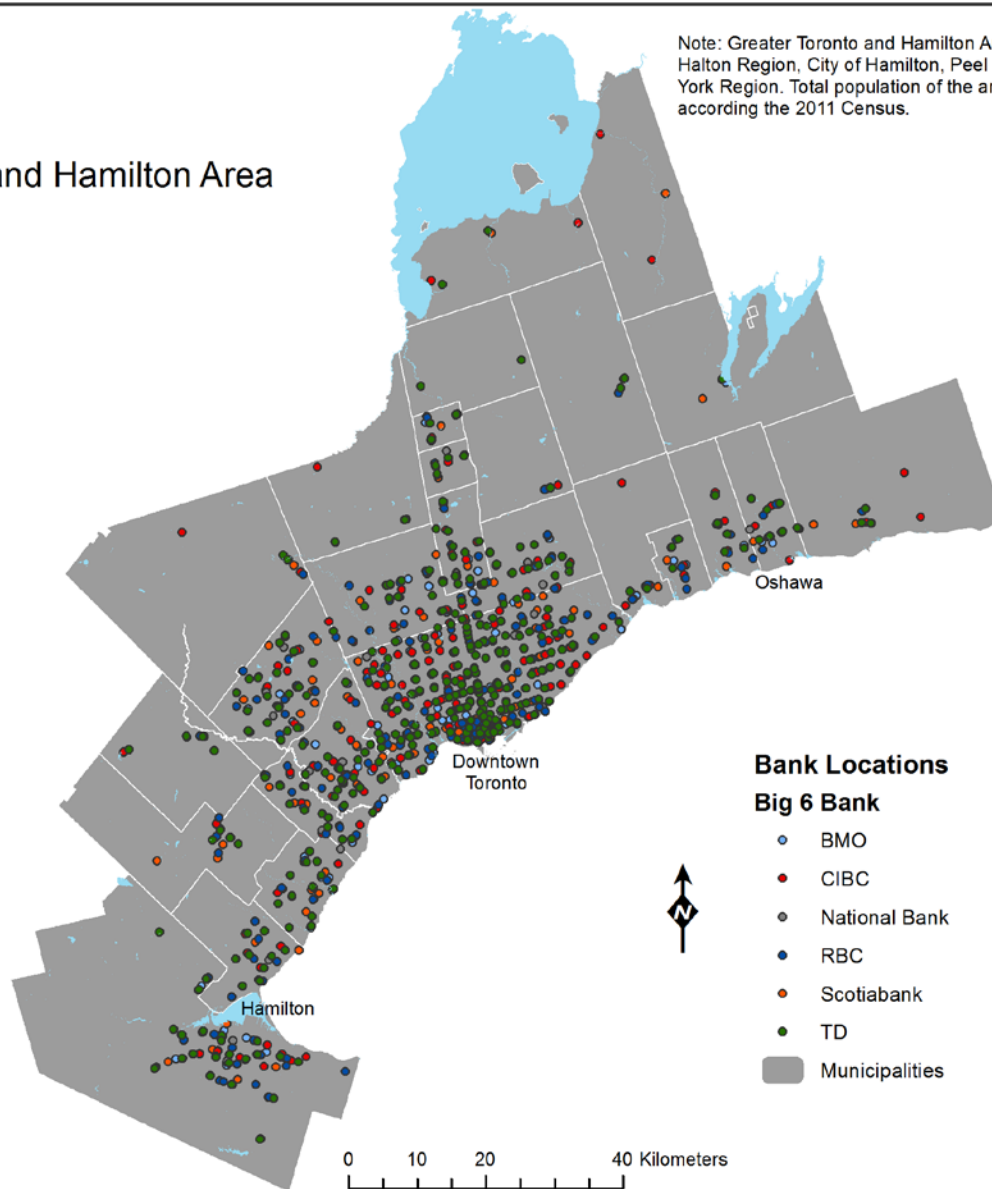
Note: Greater Toronto and Hamilton Area includes Durham Region, Halton Region, City of Hamilton, Peel Region, City of Toronto, and York Region. Total population of the area is approximately 6.5 million according to the 2011 Census.



Data Sources: Statistics Canada, Census 2011 (Geography Files);
CanadaPost.ca (Postal Office Addresses); Batchgeo.com (Geocoded Addresses - KML)

Greater Toronto and Hamilton Area Big Six Banks

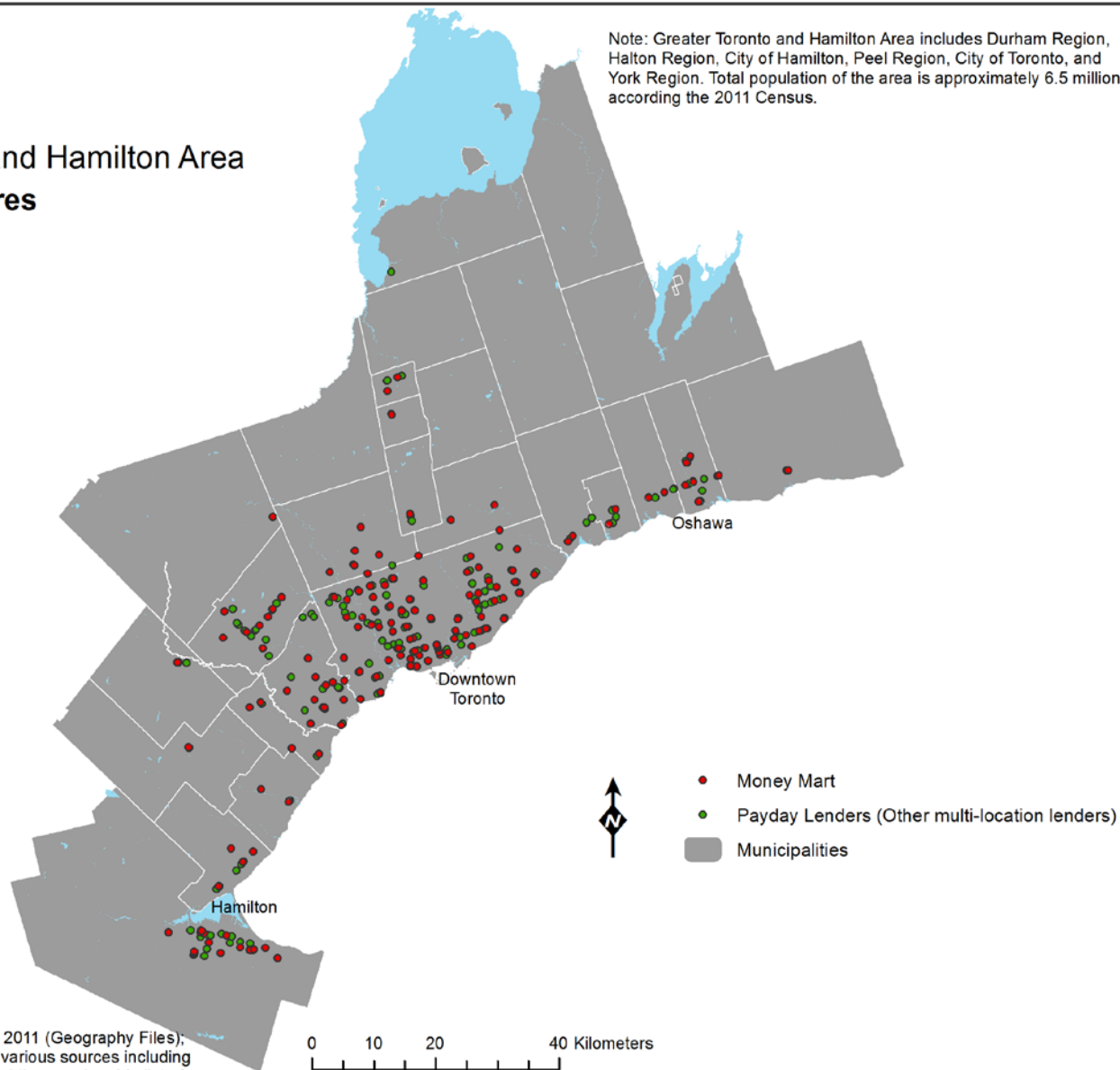
Note: Greater Toronto and Hamilton Area includes Durham Region, Halton Region, City of Hamilton, Peel Region, City of Toronto, and York Region. Total population of the area is approximately 6.5 million according to the 2011 Census.



Data Sources: Statistics Canada, Census 2011 (Geography Files);
Online Branch Locators for each Bank (Branch Addresses); Batchgeo.com (Geocoded Addresses - KML)

Greater Toronto and Hamilton Area Payday Loan Stores

Note: Greater Toronto and Hamilton Area includes Durham Region, Halton Region, City of Hamilton, Peel Region, City of Toronto, and York Region. Total population of the area is approximately 6.5 million according to the 2011 Census.



Data Sources: Statistics Canada, Census 2011 (Geography Files); Payday Lender addresses compiled from various sources including websites and online locators of lenders and the membership list of the Canadian Payday Loan Association (www.cpla-acps.ca); Batchgeo.com (geocoding service).

Greater Toronto and Hamilton Area: **Proximity**

Q1 - *How close are Canada Post Locations, Big Six Banks, and Payday Loan Stores to each other?*

Search Distance (m)	Canada Post locations within a distance of a Payday Loan Store		Canada Post locations within a distance of a Big Six Bank Branch	
	Hits	% of Total (n=424)	Hits	% of Total (n=424)
500	110	25.9%	325	76.7%
1000	175	41.3%	373	88.0%
1500	227	53.5%	386	91.0%
2000	262	61.8%	396	93.4%

Search Distance (m)	Big Six Bank Branches within a distance of a Canada Post Location		Big Six Bank Branches within a distance of a Payday Loan Store		Payday Loan stores within a distance of a Canada Post location		Payday Loan stores within a distance of a Big Six Bank branch	
	Hits	% of Total (n=1270)	Hits	% of Total (n=1270)	Hits	% of Total (n=326)	Hits	% of Total (n=326)
500	708	55.7%	377	29.7%	169	51.8%	249	76.4%
1000	946	74.5%	579	45.6%	256	78.5%	303	92.9%
1500	1123	88.4%	743	58.5%	300	92.0%	320	98.2%
2000	1198	94.3%	888	69.9%	320	98.2%	324	99.4%

Note: Calculated using straight-line distance not travel via road network.

Greater Toronto and Hamilton Area: **Coverage**

Q2 - How many people live near Canada Post Locations, Big Six Banks, and Payday Loan Stores?

The Greater Toronto and Hamilton Area

Distance Band (m)	Canada Post locations		Big 6 Banks branches		Payday Loan stores	
	Population	%	Population	%	Population	%
500	1,268,990	19.3%	2,226,573	33.9%	923,839	14.1%
1,000	3,565,018	54.2%	4,792,269	72.9%	2,373,890	36.1%
1,500	5,235,112	79.6%	5,903,224	89.8%	3,396,567	51.7%
2,000	6,034,164	91.8%	6,266,788	95.3%	4,264,468	64.9%

GTHA Population: 6,574,140

Calculated using 2011 census block counts published by Statistics Canada.

Distance calculated from retail locations geocoded at points to dissemination block (DB) centroids (geographic centre of areal unit).

The Greater Toronto Area North East (Brock, East Gwillibury, Georgina, Scugog, Uxbridge, Whitchurch-Stouffville)

Distance Band (m)	Canada Post Locations		Big Six branches		Payday Loan stores	
	Population	%	Population	%	Population	%
500	18,766	11.9%	14,676	9.3%	1,967	1.3%
1,000	50,269	32.0%	42,531	27.1%	5,286	3.4%
1,500	80,557	51.3%	70,871	45.1%	8,114	5.2%
2,000	100,327	63.9%	81,380	51.8%	12,783	8.1%

GTA North East Population: 157,125

Newfoundland and Labrador: **Context**

- Canada's eastern most province.
 - Province: 514,536
 - Largest city, St. John's: 106,646
 - Census Metropolitan Area: 196,966
 - Other population centres: Corner Brook (19,886); Grand Falls-Windsor (13,725); Gander (11,054), Happy Valley-Goose Bay (7,552); Torbay (7,397); Labrador City (7,367)
- Rural and/or Remote outside of the St. John's CMA and region
 - Small remote communities along the provinces rugged coastline (most with 2000 residents or less – many with only a few hundred).
 - Many small communities currently have a Canada Post Office or outlet
 - Uneven Population dynamics?
 - St. John and especially several of the municipalities near it are growing. Other medium sized population centres are stable (modest absolute changes in population either up or down). Some are very small and their future is unclear.

Newfoundland and Labrador: **Basic Numbers**

- *Canada Post Locations*

- Total locations: 397

- CPAA: 326
 - CUPW: 19
 - Franchise Locations: 52
 - Shoppers Drug Mart: 10; Lawtons Drugs: 5
 - Most others are pharmacies, convenience stores, gas bars, etc.

- *Big Six Banks*

- Total branches: 101

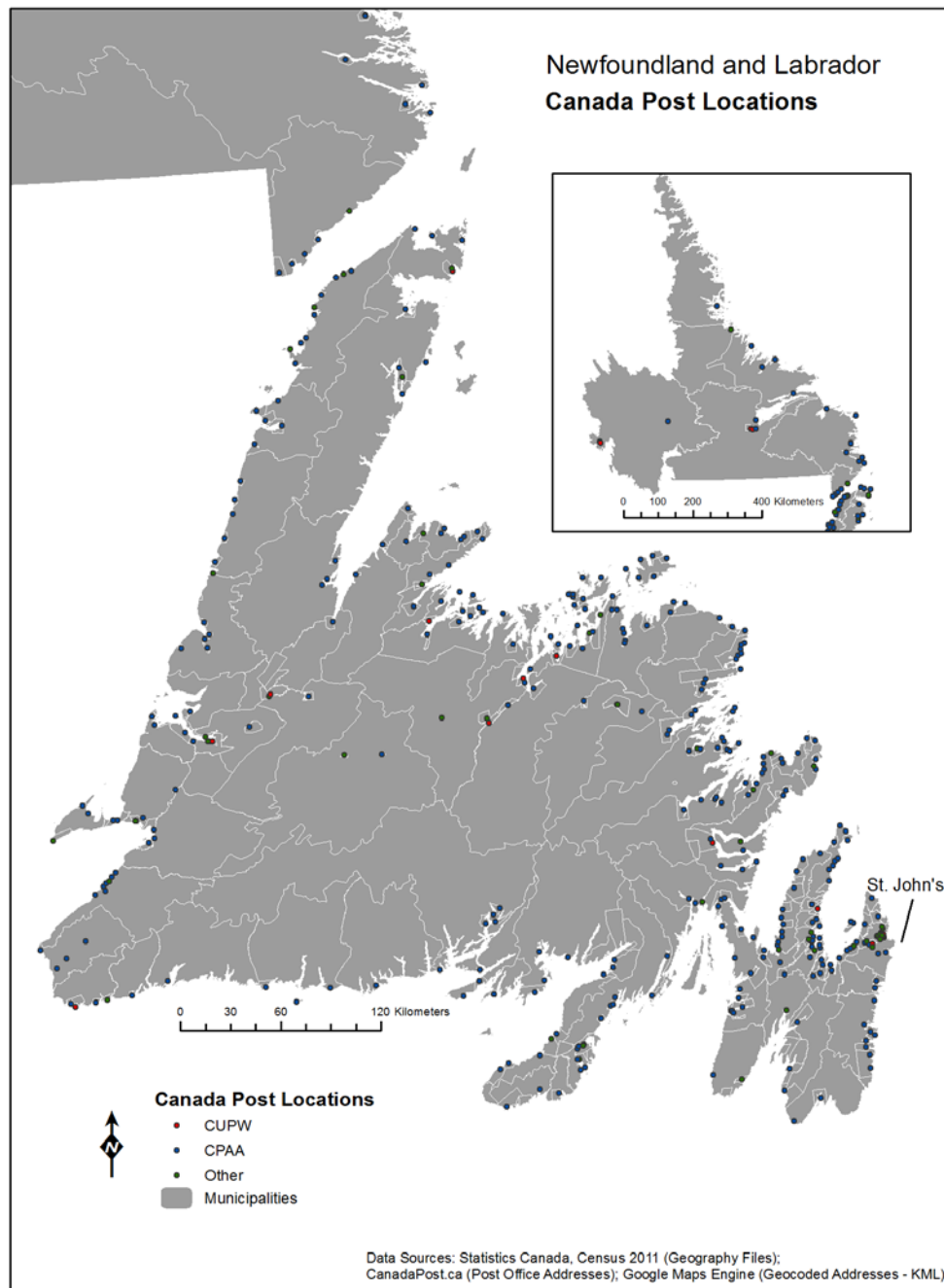
- Bank of Montreal: (BMO) 20
 - Bank of Nova Scotia (Scotiabank): 38
 - Canadian Imperial Bank of Commerce (CIBC): 14
 - National Bank of Canada: 0
 - Royal Bank of Canada (RBC): 19
 - Toronto Dominion (TD): 10

- *Payday Loan Stores*

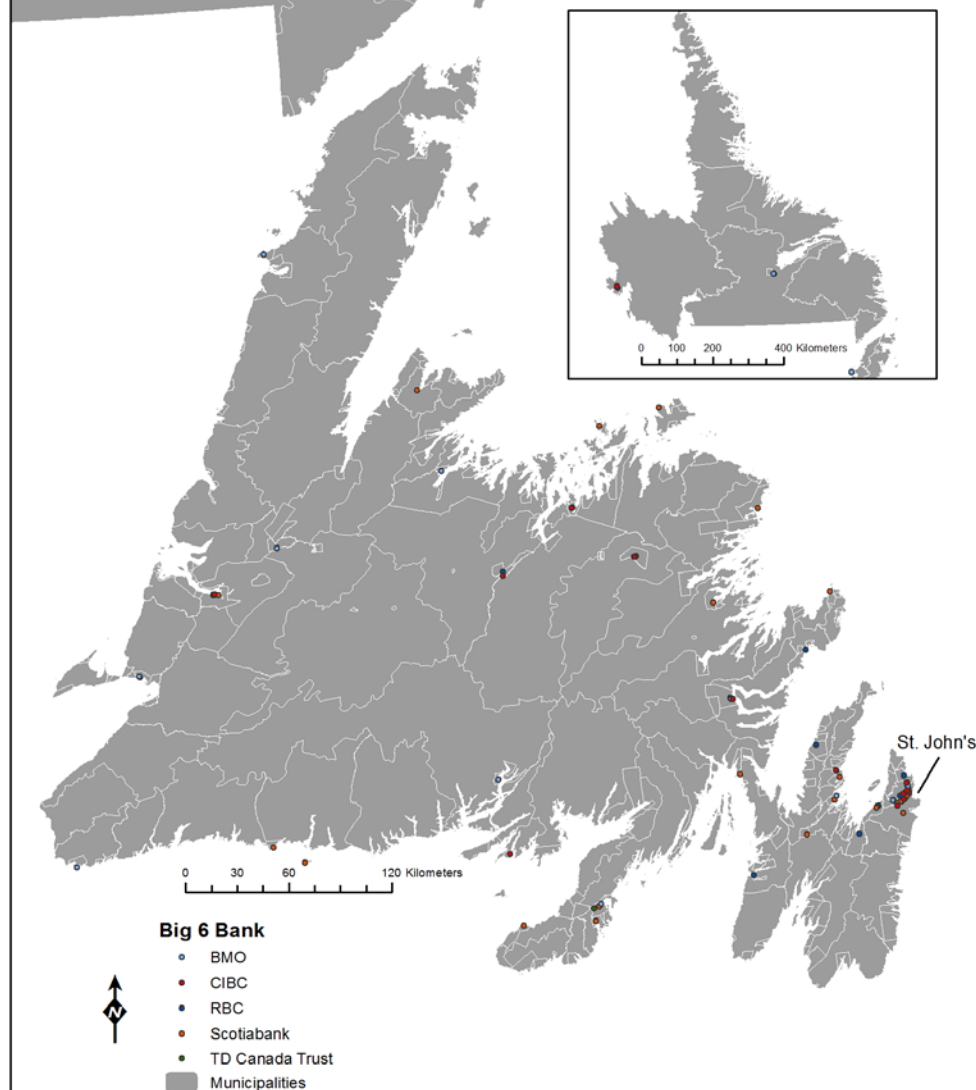
- Total stores: 21

- Money Mart: 1; The Cash Store: 10; Quik Cash: 5; Instaloans: 3; Ready Cash: 2

Newfoundland and Labrador Canada Post Locations



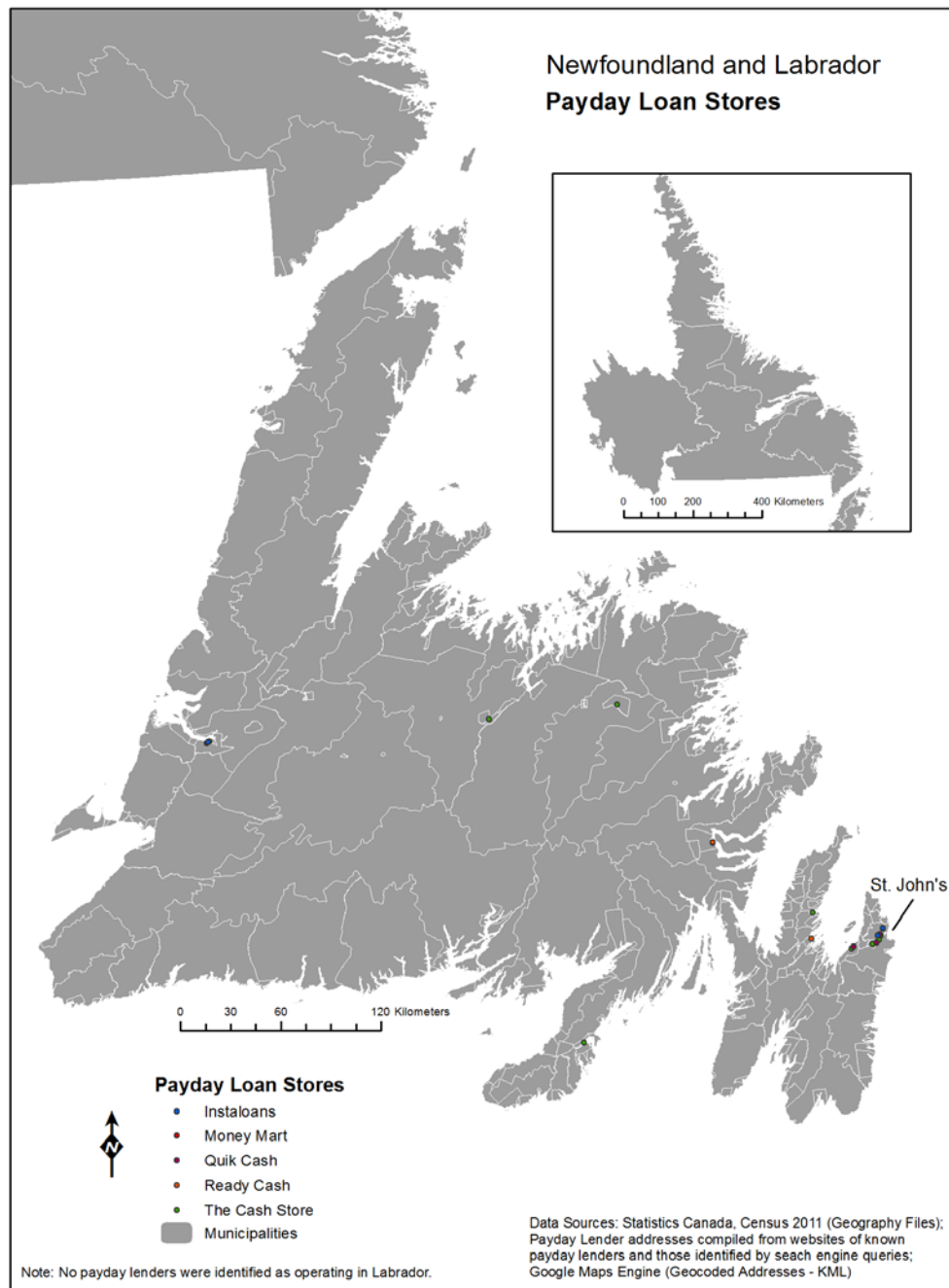
Newfoundland and Labrador Big 6 Banks



Note: National Bank has no branches in Newfoundland or Labrador.

Data Sources: Statistics Canada, Census 2011 (Geography Files);
Online Branch Locators for each bank (branch addresses);
Google Maps Engine (Geocoded Addresses - KML)

Newfoundland and Labrador Payday Loan Stores



Newfoundland and Labrador: **Proximity**

Q1 - *How close are Canada Post Locations, Big Six Banks, and Payday Loan Stores to each other?*

Search Distance (m)	<i>Canada Post locations within a distance of a Payday Loan Store</i>		<i>Canada Post locations within a distance of a Big Six Bank Branch</i>	
	Hits	% of Total (n=397)	Hits	% of Total (n=397)
1000	17	4.3%	52	13.1%
1000	29	7.3%	67	16.9%
5000	44	11.1%	90	22.7%
10000	56	14.1%	121	30.5%

Note: All Payday Loan stores in Newfoundland are within 1000m of a Big Six Bank branch.

Search Distance (m)	<i>Big Six Bank Branches within a distance of a Canada Post Location</i>		<i>Big Six Bank Branches within a distance of a Payday Loan Store</i>		<i>Payday Loan stores within a distance of a Canada Post location</i>	
	Hits	% of Total (n=101)	Hits	% of Total (n=101)	Hits	% of Total (n=21)
1000	76	75.2%	35	34.7%	15	71.4%
2000	93	92.1%	47	46.5%	19	90.5%
5000	100	99.0%	63	62.4%	21	100.0%
10000	101	100.0%	66	65.3%	21	100.0%

Note: Calculated using straight-line distance not travel via road network.

Newfoundland and Labrador: **Coverage**

Q2 - How many people live near Canada Post Locations, Big Six Banks, and Payday Loan Stores?

Newfoundland and Labrador

Distance Band (m)	Canada Post locations		Big Six branches		Payday Loan stores	
	Population	%	Population	%	Population	%
500	69,350	13.5%	48,047	9.3%	19,782	3.8%
1,000	192,517	37.4%	142,713	27.7%	62,601	12.2%
1,500	290,700	56.5%	206,695	40.2%	119,230	23.2%
2,000	357,359	69.5%	246,842	48.0%	155,069	30.1%

NFLD Population: 514,536

Calculated using 2011 census block counts published by Statistics Canada.

Distance calculated from retail locations geocoded at points to dissemination block (DB) centroids (geographic centre of areal unit).

Newfoundland and Labrador not including St. John's*

Distance Band (m)	Canada Post locations		Big 6 branches	
	Population	%	Population	%
500	44,616	14.0%	17,935	5.6%
1,000	110,759	34.9%	52,653	16.6%
1,500	162,155	51.1%	80,862	25.5%
2,000	201,292	63.4%	101,763	32.0%
5,000	286,248	90.1%	149,864	47.2%
10,000	309,569	97.5%	177,724	56.0%

NFLD Population not including St. John's: 317,570

*St. John's Census Metropolitan Area as defined by Statistics Canada for the 2011 Census of Canada

Summary of Findings

- Project mapped the retail network of Canada Post, Canada's "big six" banks, and major payday loan chains in the Greater Toronto and Hamilton Area (GTHA) as well as in Newfoundland and Labrador.
- Three key observations:
 1. "Banking deserts" exist, but are not a widespread phenomena in the urban GTHA.
 2. Canada Post locations (combination of corporation and franchise outlets) provide spatial coverage that is comparable to the retail network of the "Big Six" banks in an urban context at 2000m, but provide better coverage in rural and remote areas at all search distances.
 - 235 census subdivisions (municipalities) in Newfoundland and Labrador have a Canada Post outlet, but no bank.
 3. Over 90% of the multi-location or chain payday lenders are within 1000m of a "Big Six" bank branch in the GTHA (100% in NFLD). Their locational strategy does not appear to target under-served areas or "banking deserts" in either area.
 - Though the association is weaker, almost all Payday Loan stores mapped are within 2000m of a Canada Post location.

Concluding Remarks

- Remarks on mapping:
 - The scale of the GTHA (or Toronto Region) means that localized difference is obscured in area-wide statistics and analysis.
 - Important differences relate to built-form and dominant mode of transportation, which interact with geographies of low-income, immobility, and/or poverty to produce multiple forms of exclusion.
 - In Newfoundland and Labrador rural and remote locations may be more isolated than straight-line distance implies.
- Suggestions for further study:
 - Trade area analysis (i.e. consider the socio-demographic and economic characteristics of the populations served by Canada Post locations)
 - Analysis of financial exclusion and more detailed study of under-served areas in urban and rural contexts.