

Community Profile: Burlington – Aldershot Retail Corridor

Prepared for: Economic Developers Council of Ontario – My Main Street

The logo for Environics Analytics is displayed within a solid purple rectangular box. The word "ENVIRONICS" is written in a large, bold, white, sans-serif font. Below it, the word "ANALYTICS" is written in a smaller, white, sans-serif font.

ENVIRONICS
ANALYTICS

Confidential

Date: February 16, 2022

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Burlington - Aldershot Retail Corridor
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Aldershot Retail Corridor

POPULATION

23,173

HOUSEHOLDS

9,588

MEDIAN MAINTAINER AGE

59

Index: 109

MARITAL STATUS



58.2%

Index: 101

Married/Common-Law

FAMILY STATUS*

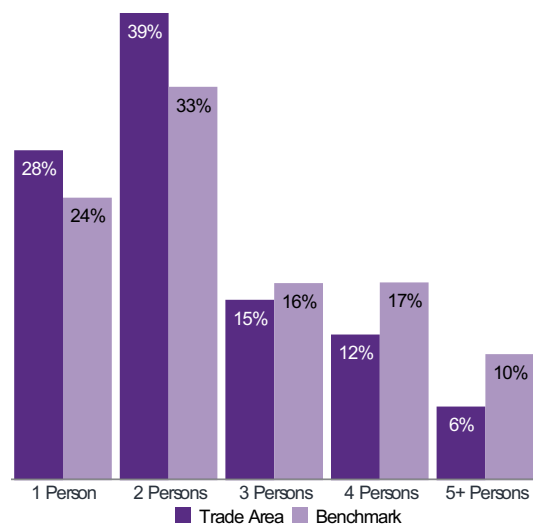


46.7%

Index: 125

Couples Without Children At Home

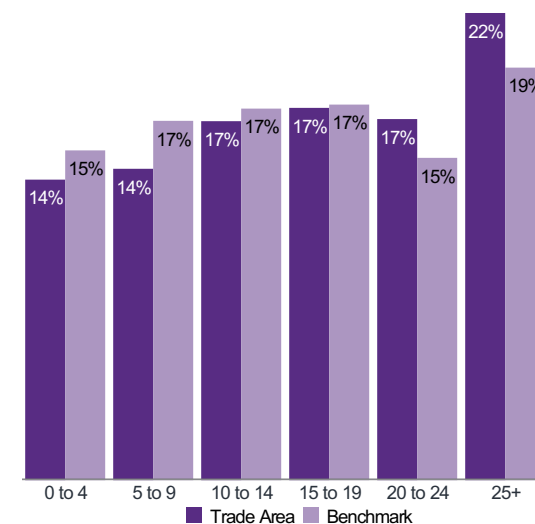
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	906	3.9	77
5 to 9	890	3.8	71
10 to 14	1,056	4.6	80
15 to 19	1,131	4.9	82
20 to 24	1,285	5.5	83
25 to 29	1,552	6.7	95
30 to 34	1,408	6.1	91
35 to 39	1,238	5.3	83
40 to 44	1,158	5.0	81
45 to 49	1,268	5.5	87
50 to 54	1,546	6.7	102
55 to 59	1,813	7.8	108
60 to 64	1,784	7.7	114
65 to 69	1,609	6.9	123
70 to 74	1,547	6.7	140
75 to 79	1,154	5.0	151
80 to 84	893	3.9	177
85+	936	4.0	182

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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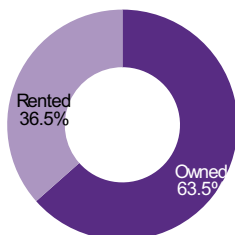
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Aldershot Retail Corridor

Population: 23,173 | Households: 9,588

TENURE



STRUCTURE TYPE



Houses

66.8%

Index: 86



Apartments

32.9%

Index: 149

AGE OF HOUSING*

4 - 9 Years Old

% Comp: 9.3 Index: 148

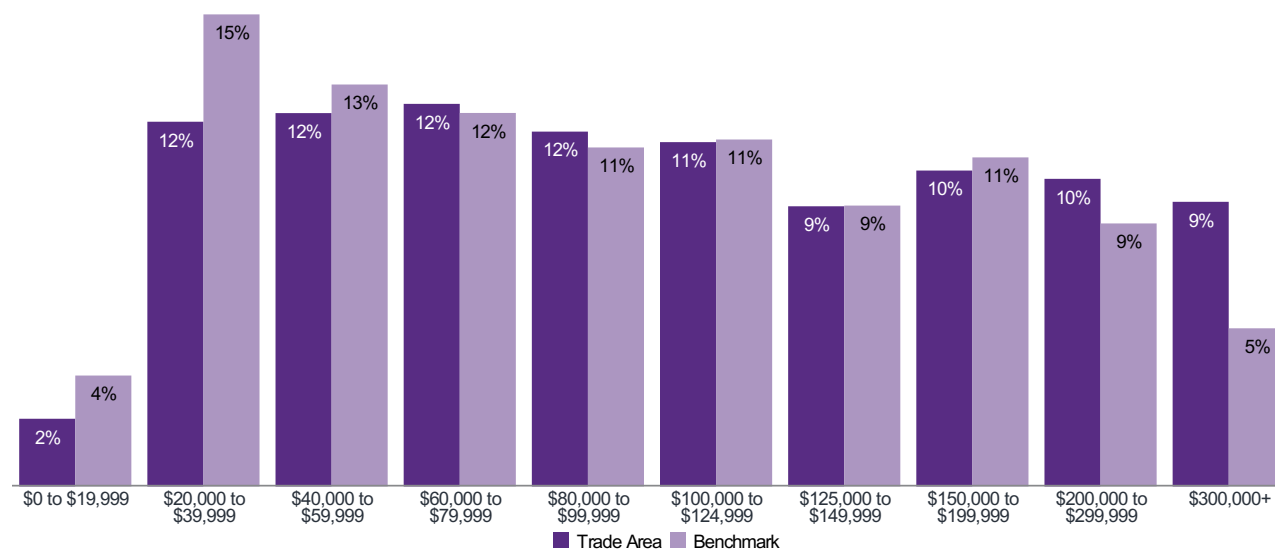
AVERAGE HOUSEHOLD INCOME



\$134,787

Index: 117

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Aldershot Retail Corridor

Population: 23,173 | Households: 9,588

EDUCATION



30.0%

Index:113

University Degree

LABOUR FORCE PARTICIPATION



62.2%

Index:96

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



36.4%

Index:100

Travel to work by **Car (as Driver)**

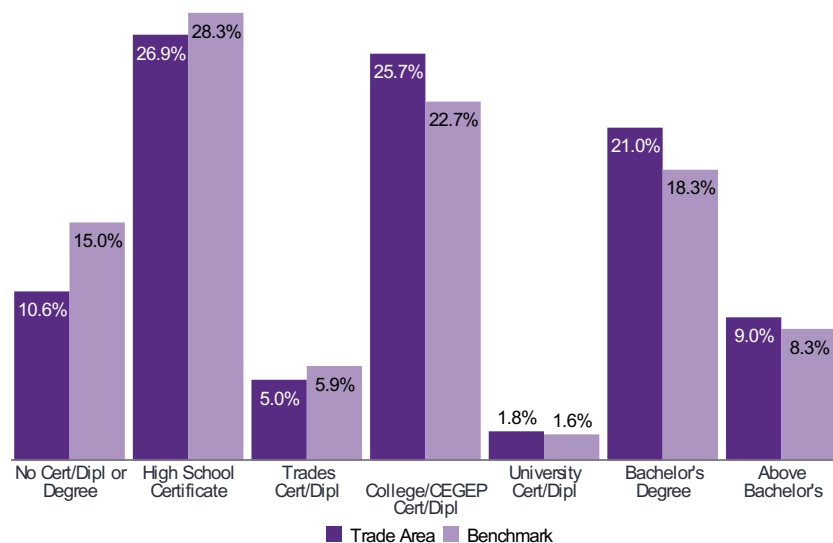


4.1%

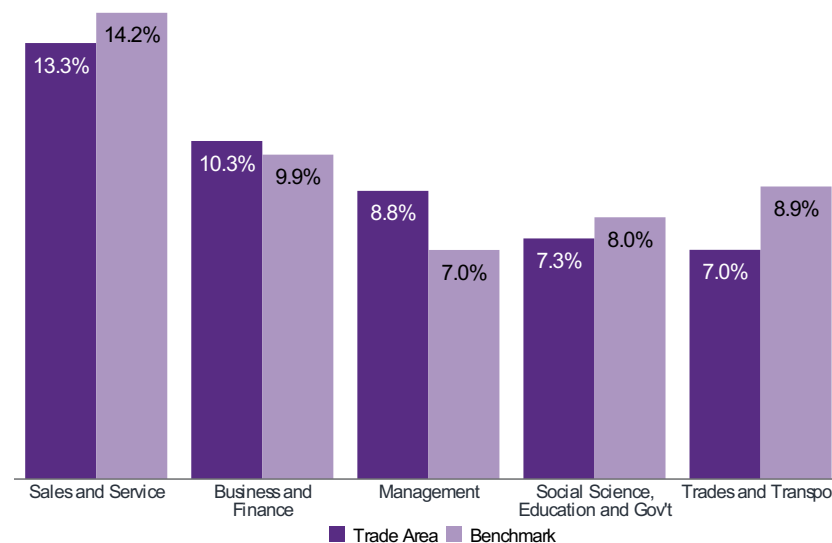
Index:93

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

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*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Aldershot Retail Corridor

Population: 23,173 | Households: 9,588

ABORIGINAL IDENTITY



1.2%

Index:52

VISIBLE MINORITY PRESENCE



14.9%

Index:52

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



1.0%

Index:48

No knowledge of
English or French

IMMIGRATION



22.5%

Index:85

Born outside Canada

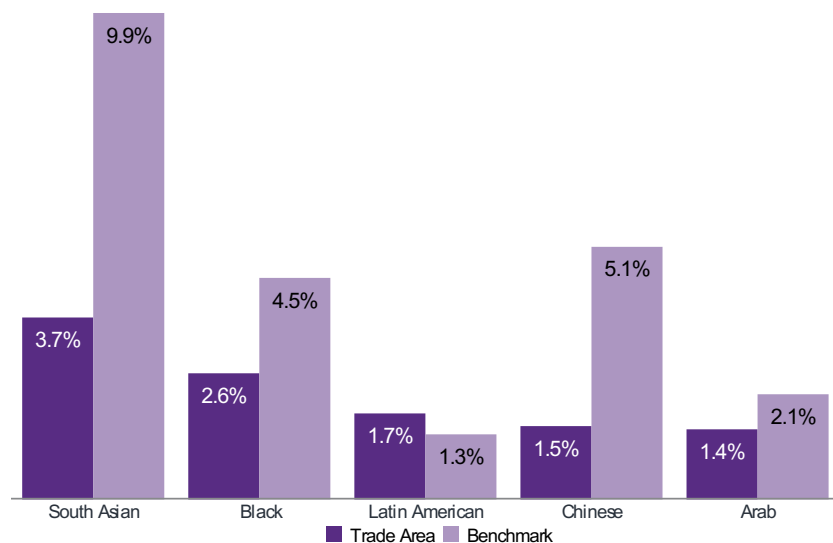
PERIOD OF IMMIGRATION*

Before 2001

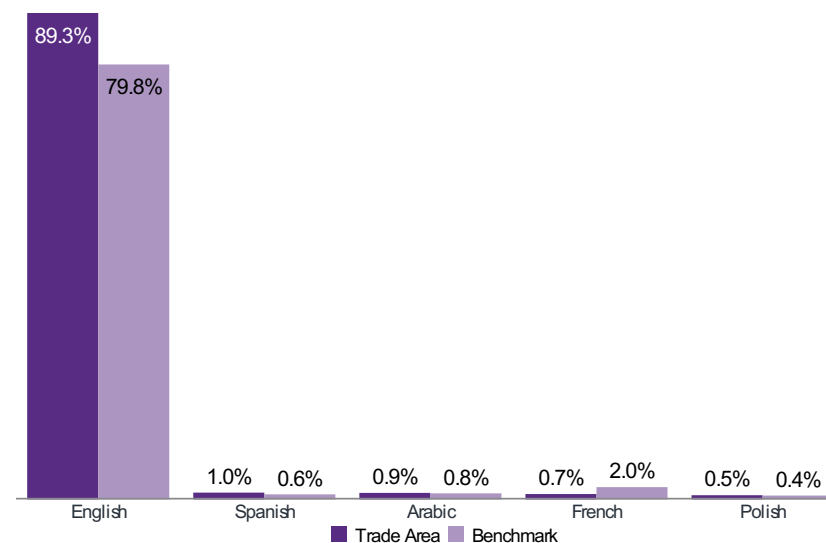
13.8%

Index:98

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Top 5 segments represent **51.6%** of households in Burlington - Aldershot Retail Corridor



Rank: 1
Hhlds: 1,406
Hhld %: 14.67
% in Benchmark: 3.77
Index: 389

Located in cities across Canada, On Their Own Again consists of older singles living in high-rise apartments. Nearly 60 percent live alone—highest among all segments. And almost 30 percent of residents are over 65, with one in ten a widowed individual. Fewer than half are still in the labour force, but with over 45 percent of adults having attended college or a university, those still working hold white-collar and service sector jobs in sales, administrative support and real estate. Although incomes are downscale, pensions boost household net worth and provide an economic cushion. In On Their Own Again, nearly 80 percent of households rent apartments, and an overwhelming number of them live in older buildings. Many are newcomers, with half having moved in the past five years and a disproportionate number coming from China, the Philippines and the U.K. Nearly 40 percent of residents are first-generation Canadians; almost 20 percent are second-generation. With their unpretentious lifestyle, residents like to escape the routine by going to a casino, community theatre or movie drama. Many respond to marketing messages that appeal to their support for the value Ethical Consumerism.



Rank: 2
Hhlds: 1,050
Hhld %: 10.95
% in Benchmark: 3.11
Index: 352

An aging lifestyle, Savvy Seniors is home to older singles, couples and divorced or widowed individuals found mostly in cities throughout Ontario, British Columbia and Alberta. Many of these seniors are financially comfortable: With a mix of high school, college and university educations, they enjoy upper-middle-incomes and homes valued at nearly a half-million dollars. Nearly 40 percent of the maintainers are over 65 years old, and they gravitate to easy-to-maintain high-rise apartment buildings, condos and row houses, typically built between 1980 and 2000. More than half of the households consist of third-plus-generation Canadians, and many are empty-nesters; any children at home are typically in their twenties. About 58 percent of the adults are still in the labour force, holding upper-level positions in the sciences, education, the arts and public administration. Still fit and active, these residents have the time and money for travel, golf and fitness activities. And they still believe in the value of Community Involvement, staying active in social issues and political campaigns.



Rank: 3
Hhlds: 963
Hhld %: 10.04
% in Benchmark: 4.40
Index: 228

Mid-City Mellow epitomizes a traditional view of the Canadian Dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, Portuguese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of white collar, blue collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy sporting events such as horse racing, hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours as they believe that other cultures have a great deal to teach us (Culture Sampling).



Rank: 4
Hhlds: 858
Hhld %: 8.95
% in Benchmark: 2.89
Index: 310

Boomer Bliss consists of older couples and families found in suburban neighbourhoods throughout the country surrounding large cities like Vancouver, Hamilton, St. Catharines and Victoria. Nearly two-thirds of maintainers are over 55 years old, and households include both retirees and those still in the labour force. With their university and college educations, those still employed hold white-collar positions in management, education, health and government services. Their upper-middle-class incomes—about 35 percent above average—allow them to own comfortable single-detached houses built between 1960 and 2000. Many of the adults are longtime residents who have paid off their mortgages and show little interest in leaving their now-empty nests. Like other suburbanites, they score high for owning an SUV, though in this segment it's more likely to be an imported luxury model. Boomer Bliss members take advantage of their proximity to both city centres and small towns, enjoying the arts—including theatre productions, art galleries and rock and country music concerts—and outdoor activities like golfing and fishing. Financially comfortable, they feel secure in their suburban communities filled with like-minded second- and third-generation Canadians, and they score low for Penchant for Risk.



Rank: 5
Hhlds: 667
Hhld %: 6.96
% in Benchmark: 2.06
Index: 339

One of the largest segments, Friends & Roomies attracts mostly young singles and single-parent families to neighbourhoods in cities like Calgary, Edmonton, Winnipeg and Victoria. More than a third of maintainers are younger than 35, more than half under 44. A majority of the households contain single, divorced or separated individuals. With mixed educational achievement—from high school to university degrees—members hold a variety of predominantly service sector and white-collar jobs. Incomes are below average, and over three-quarters are renters, mostly in low-rise units. In this transitional segment, more than 60 percent of Friends & Roomies households moved in the past five years. Today, nearly 40 percent of the population are first-generation Canadians, typically black, Filipino and South Asian immigrants who identify as visible minorities. These young people are able to turn modest incomes into active social lives, enjoying bars, nightclubs and community theatres at high rates. And many like to shop—especially online—for video games, movies and music. In their diverse neighbourhoods, they enjoy Culture Sampling, incorporating the cultural influences of other groups into their lives.

Trade Area: Burlington - Aldershot Retail Corridor



Strong Values

Values	Index
Ecological Concern	114
Fulfilment Through Work	113
Ethical Consumerism	111
Flexible Families	111
Rejection of Inequality	111
Culture Sampling	110
Emotional Control	110
National Pride	109
Primacy of Environmental Protection	109
Cultural Assimilation	108



Descriptions | Top 3 Strong Values

Ecological Concern

A tendency to believe that today's environmental problems are a result of industrial and personal disregard for the environment. People strong on this construct feel that environmental destruction is unacceptable and reject the notion that job protection or economic advancement should be allowed at the expense of environmental protection. They also reject the idea that any one person is too small to make a contribution to this project

Fulfilment Through Work

A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.

Rejection of Inequality

A belief that active involvement in the political process can make a difference in society. People strongest on this construct reject the notion that inequities in society are inevitable and should be expected.



Weak Values

Values	Index
Sexism	82
Ostentatious Consumption	84
Patriarchy	85
Penchant for Risk	85
Advertising as Stimulus	86
Acceptance of Violence	87
Anomie-Aimlessness	87
Status via Home	87
Consumption Evangelism	88
Fatalism	89



Descriptions | Top 3 Weak Values

Sexism

Belief in traditional, male-dominated views on the division of gender roles – that men are naturally superior to women. These views carry into economic issues such as the belief that, when both partners are working, the husband should be the main bread-winner.

Ostentatious Consumption

Desire to impress others and express one's social standing through the display of objects that symbolize affluence.

Patriarchy

Belief that "the father of the family must be the master in his own house."

Benchmark: Ontario

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Index Colours:	<80	80 - 110	110+
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Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Aldershot Retail Corridor

WealthScapes Households: 9,520

INCOME*

Household Income

\$ 135,781

Index: **117**

Household Disposable Income

\$ 104,677

Index: **115**

Household Discretionary Income

\$ 77,976

Index: **121**

Annual RRSP Contributions

\$ 4,799

Index: **134**

WEALTH*



Net Worth

% Holders

99.8% Index: **100**

Balance

\$1,127,474

Index: **153**

ASSETS*



Savings

% Holders

95.3% Index: **100**

Balance

\$131,191

Index: **172**



Investments

% Holders

68.0% Index: **113**

Balance

\$594,300

Index: **176**



Unlisted Shares

% Holders

15.5% Index: **125**

Balance

\$540,663

Index: **170**



Real Estate

% Holders

66.1% Index: **87**

Balance

\$928,201

Index: **124**



Liquid Assets

% Holders

98.6% Index: **101**

Balance

\$639,584

Index: **193**

DEBT*



Consumer Debt

% Holders

92.3% Index: **102**

Balance

\$66,708

Index: **101**



Mortgage Debt

% Holders

38.6% Index: **83**

Balance

\$365,731

Index: **123**

FINANCIAL RATIO



Debt:Asset

% Holders

0.15% Index: **72**

Benchmark: Southern Ontario

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% Holders represent where customers are found.

*Average values per holding household as at December 31, 2020.

Index Colours: <80 80 - 110 110+

Trade Area: Burlington - Aldershot Retail Corridor

WealthScapes Households: 9,520

FINANCIAL RATIOS*



Debt: Asset

0.15

Index: 72



Debt: Liquid Assets

0.32

Index: 53



Consumer Debt - Discr. Income

0.79

Index: 85



Savings - Investments

0.56

Index: 93



Pension - Non-Pension Assets

0.19

Index: 89



Real Estate Assets - Liq. Assets

0.97

Index: 55



Mortgage - Real Estate Assets

0.23

Index: 95



Mortgage - Consumer Debt

2.29

Index: 100

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Aldershot Retail Corridor

Households: 9,588

Total Aggregate Current Consumption: \$851,054,663

Average Current Consumption

\$88,762

Index 109

Average Household Income










\$134,347

Index 117

Average Disposable Income

\$102,341

Index 114

 <p>Shelter</p> <p>Avg. Dollars/Household \$21,351 Index: 102</p> <p>Pct. of Total Expenditure 24.1% Index: 94</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$14,761 Index: 107</p> <p>Pct. of Total Expenditure 16.6% Index: 99</p>	 <p>Food</p> <p>Avg. Dollars/Household \$14,506 Index: 113</p> <p>Pct. of Total Expenditure 16.3% Index: 104</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$6,013 Index: 105</p> <p>Pct. of Total Expenditure 6.8% Index: 97</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$5,880 Index: 123</p> <p>Pct. of Total Expenditure 6.6% Index: 113</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$5,665 Index: 104</p> <p>Pct. of Total Expenditure 6.4% Index: 95</p>
 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$4,358 Index: 109</p> <p>Pct. of Total Expenditure 4.9% Index: 101</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$4,255 Index: 120</p> <p>Pct. of Total Expenditure 4.8% Index: 110</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$3,889 Index: 117</p> <p>Pct. of Total Expenditure 4.4% Index: 108</p>

Benchmark: Southern Ontario

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Displaying the top nine HouseholdSpend categories ranked by percent of total expenditure.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Expenditures | Foodspend - Annual Household Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Aldershot Retail Corridor

Households: 9,588

Average Household Income

\$134,347

Index: **117**

Average Food Expenditure

\$14,506

Index: **113**

Average Spend on Food from Restaurants

\$4,836









Index: **120**

Average Spend on Food from Stores

\$9,669

Index: **110**

Total Aggregate Food Expenditure: \$ 139,080,116

 Bakery Avg. Dollars/Household \$984 Index: 113 Pct. of Total Expenditure 10.2% Index: 102		 Cereal Products Avg. Dollars/Household \$555 Index: 109 Pct. of Total Expenditure 5.7% Index: 99		 Fruit and nuts Avg. Dollars/Household \$1,276 Index: 116 Pct. of Total Expenditure 13.2% Index: 105	
 Vegetables Avg. Dollars/Household \$1,048 Index: 113 Pct. of Total Expenditure 10.8% Index: 103		 Dairy products & Eggs Avg. Dollars/Household \$1,440 Index: 112 Pct. of Total Expenditure 14.9% Index: 102		 Meat Avg. Dollars/Household \$1,713 Index: 109 Pct. of Total Expenditure 17.7% Index: 99	
 Fish & Seafood Avg. Dollars/Household \$320 Index: 109 Pct. of Total Expenditure 3.3% Index: 99		 Beverages & Other Food Avg. Dollars/Household \$2,333 Index: 106 Pct. of Total Expenditure 24.1% Index: 96			

Benchmark: Southern Ontario

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Displaying the top FoodSpend categories of expenditure on food purchased from stores.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Post COVID-19 Activities

Trade Area: Burlington - Aldershot Retail Corridor

Household Population 14+: 20,084

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	8.6	11.0	78
Going to restaurants, bars or night clubs	56.7	55.1	103
Having physical Contact with family and friends	63.1	57.7	109
Participating in group activities	39.3	38.7	101
Partying	12.6	15.8	80
Seeing family and friends in person	67.0	62.8	107
Entertainment			
Attending events, festivals or concerts	42.7	42.9	100
Attending sports events (excludes professional sports)	15.2	18.2	84
Attending to professional sports events or games	23.2	25.4	91
Going to the movies	45.6	45.7	100
Movement & Travel			
Driving more	16.6	16.1	103
Shopping in-store	43.0	42.9	100
Spending time outdoors	28.4	32.5	88
Travelling outside of Canada/ abroad	55.7	53.2	105
Travelling within Canada	51.6	49.9	104
Using public transit	12.0	13.7	87
Personal			
Getting back to old habits	36.1	36.2	100
Going to a salon, barber shop or spa	38.0	33.7	113
Going to the gym	20.4	22.6	91
Education/Work			
Children going back to school	15.2	20.3	75
Going back to work	15.1	17.6	86
Other			
Not Stated	0.3	0.6	61

Benchmark: Southern Ontario

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(Base used for Index calculations)

Index Colours: <80 80 - 110 110+

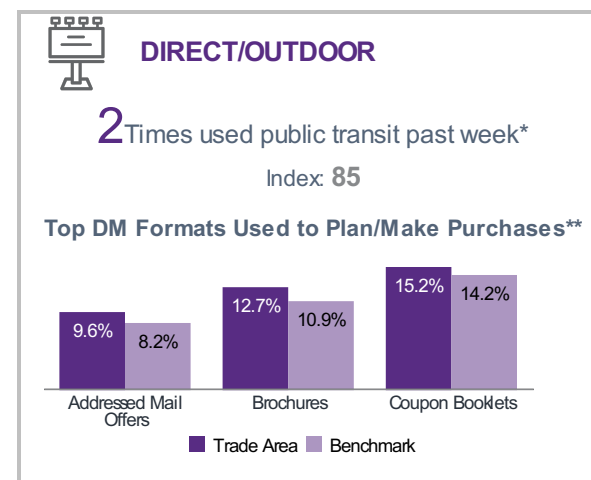
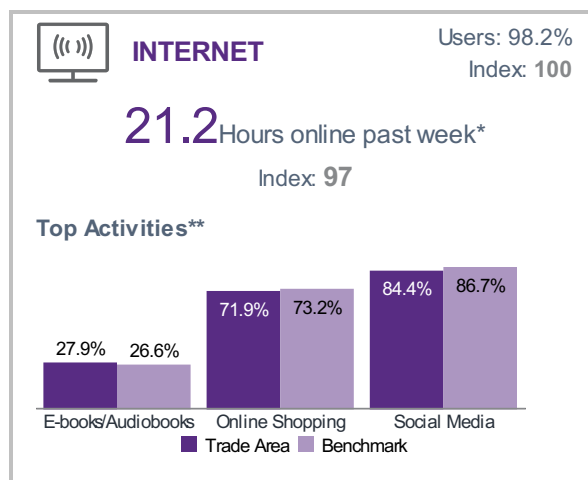
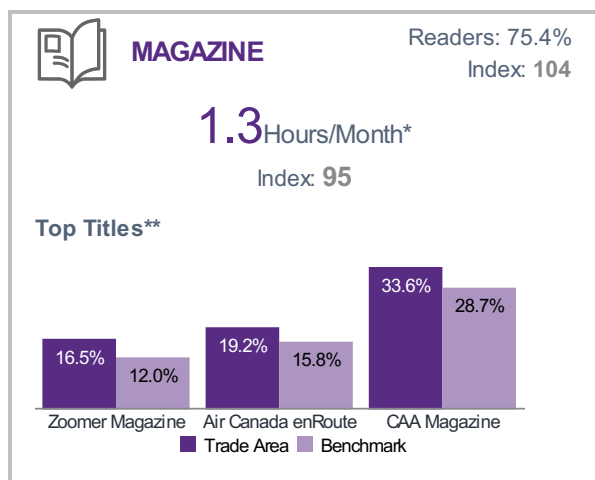
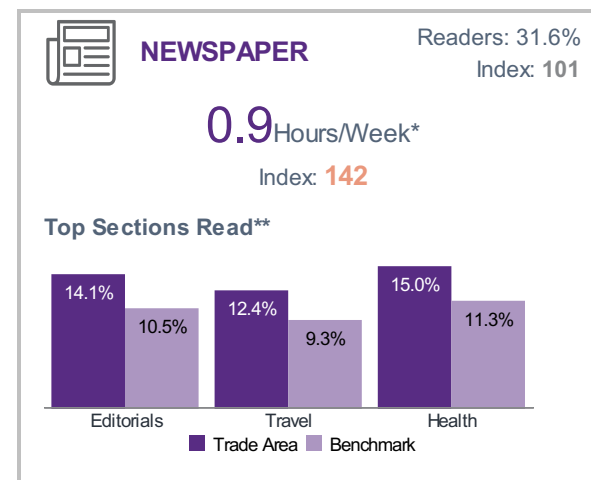
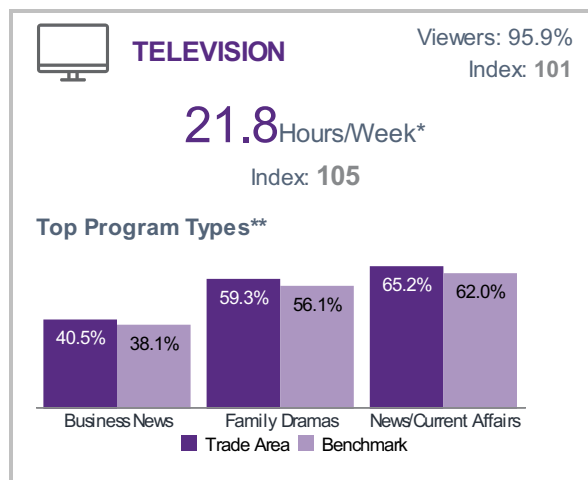
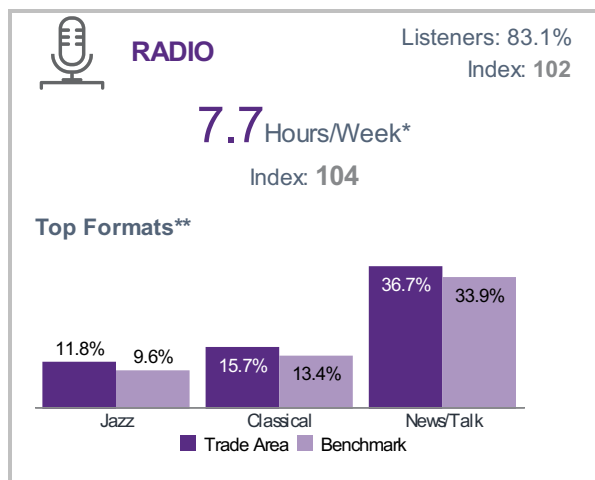
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
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Trade Area: Burlington - Aldershot Retail Corridor

Household Population 14+: 20,084



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

** Chosen from index ranking with minimum 5% composition.

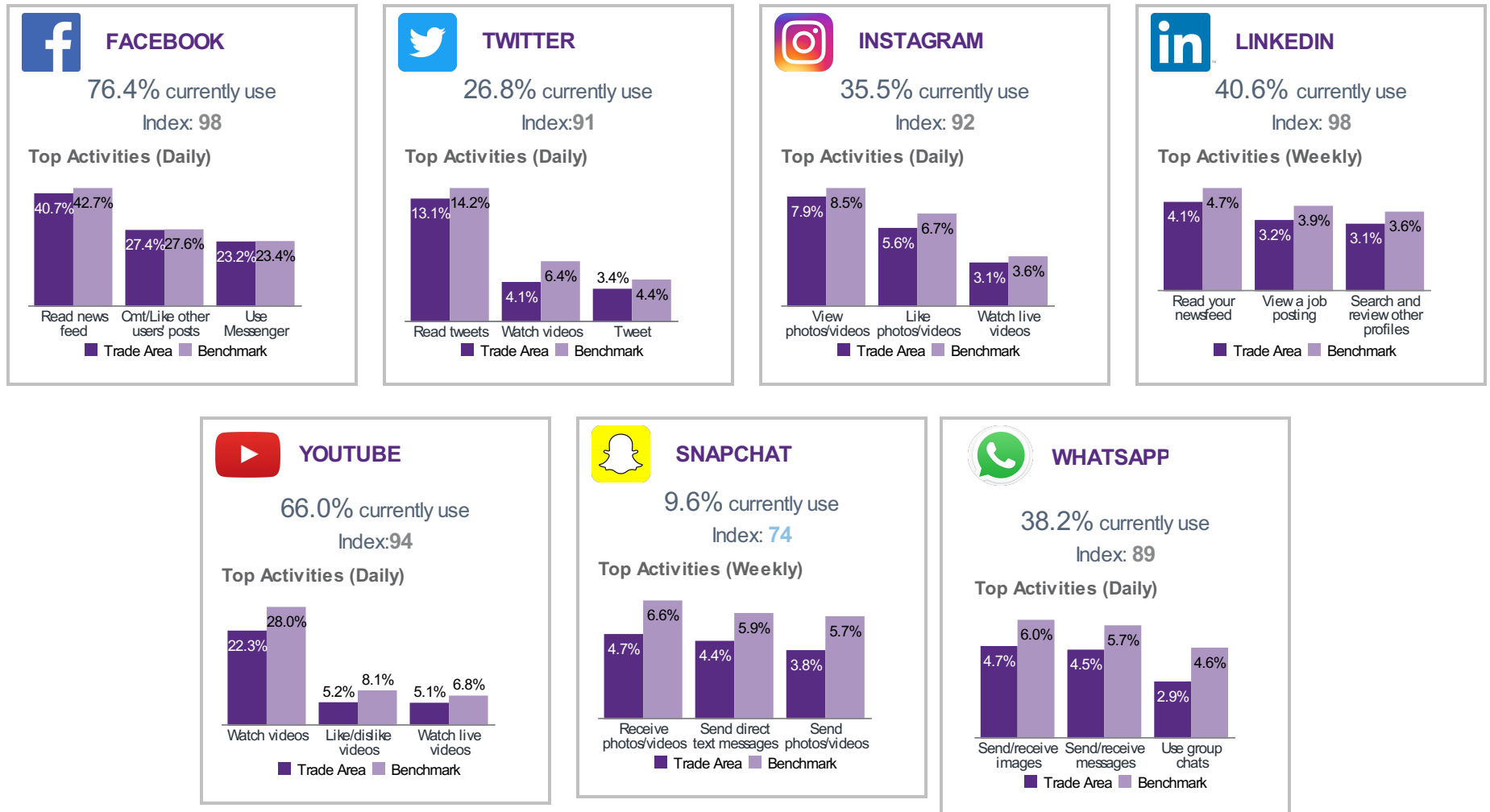
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Aldershot Retail Corridor

Household Population 18+: 19,149



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

(!) Indicates variables with low sample size. Please analyze with discretion

Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Aldershot Retail Corridor

Household Population 18+: 19,149

FRIENDS IN ALL SM NETWORKS



40.0%

Index:113

0-49 friends

FREQUENCY OF USE (DAILY)



55.1%

Index:98

Facebook

BRAND INTERACTION



29.8%

Index:87

Like brand on Facebook

NO. OF BRANDS INTERACTED

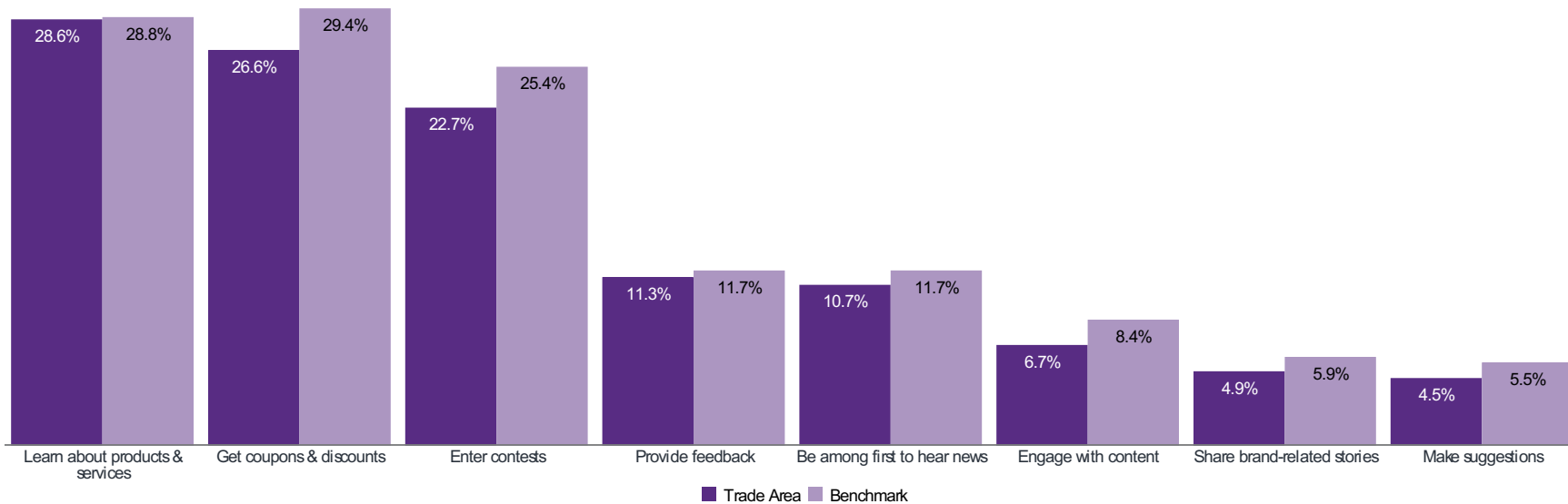


28.8%

Index:94

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Aldershot Retail Corridor

Total Household Population 18+: 19,149



Retail companies should not be allowed to own or share my personal info

% Comp 89.6 Index 102



I am likely to shop online via my mobile device, provided the process is easy

% Comp 45.8 Index 94



I am concerned about sharing my personal info with retail companies due to privacy issues, such as using it for marketing purposes

% Comp 87.1 Index 103



I am likely to download a mobile shopping "app" if it somehow makes my shopping experience easier

% Comp 37.7 Index 92



I use my mobile device to find retail locations that sell products I am looking to buy

% Comp 53.5 Index 94



I am open to receiving relevant marketing messages on my mobile device from retailers I trust

% Comp 27.1 Index 90

Benchmark: Southern Ontario

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Ranked by percent composition.

Index Colours:	<80	80 - 110	110+
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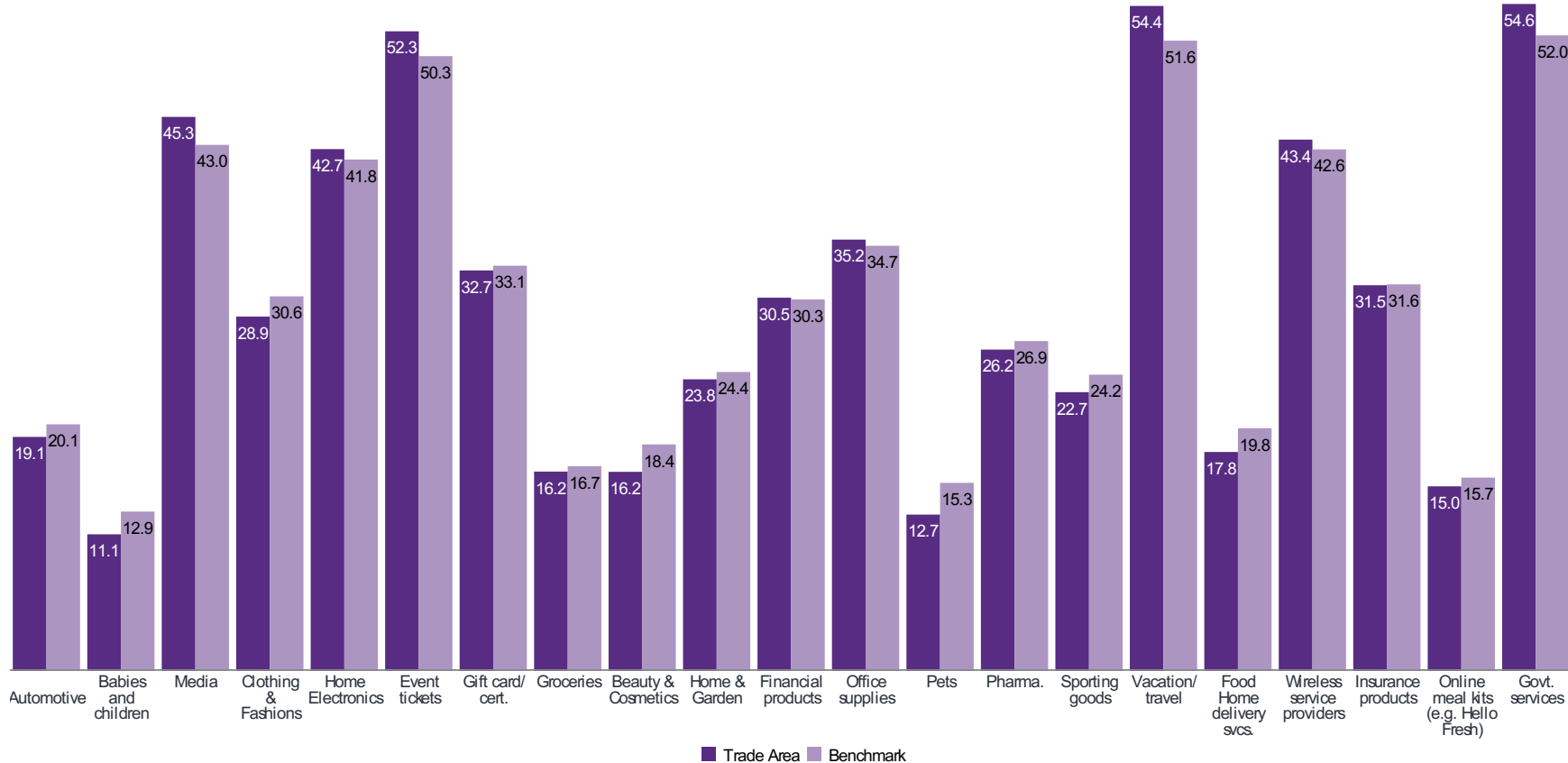
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Aldershot Retail Corridor

Total Household Population 18+: 19,149

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

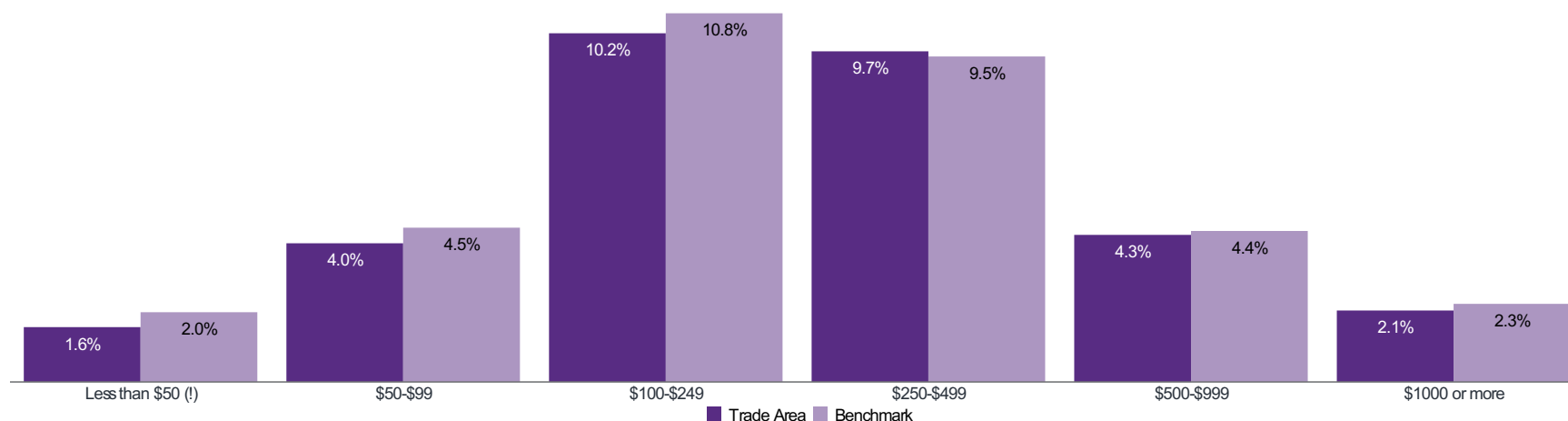
Trade Area: Burlington - Aldershot Retail Corridor

Total Household Population 18+: 19,149

BEHAVIOURAL PREFERENCES BY CHANNEL

 CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	65.0% Index:106	35.9% Index:97	9.6% Index:78	2.1% Index:65
Purchase preference	78.7% Index:104	28.9% Index:95	6.6% Index:67	1.9% Index:75
Customer Service	66.6% Index:108	15.9% Index:89	4.8% Index:83	20.3% Index:93

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

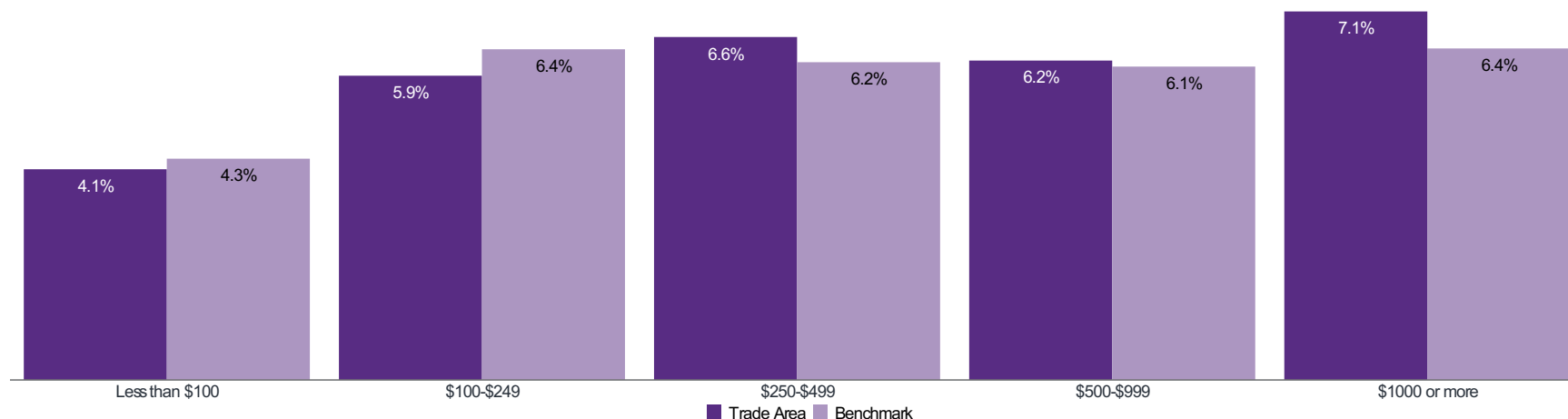
Trade Area: Burlington - Aldershot Retail Corridor

Total Household Population 18+: 19,149

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	51.1% Index: 102	56.0% Index: 102	13.1% Index: 84	8.2% Index: 99
Purchase preference	70.4% Index: 103	42.7% Index: 102	9.1% Index: 83	6.2% Index: 96
Customer Service	58.9% Index: 105	25.3% Index: 102	6.1% Index: 82	36.3% Index: 98

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Gift Cards Deep Dive

ENVIRONICS
ANALYTICS

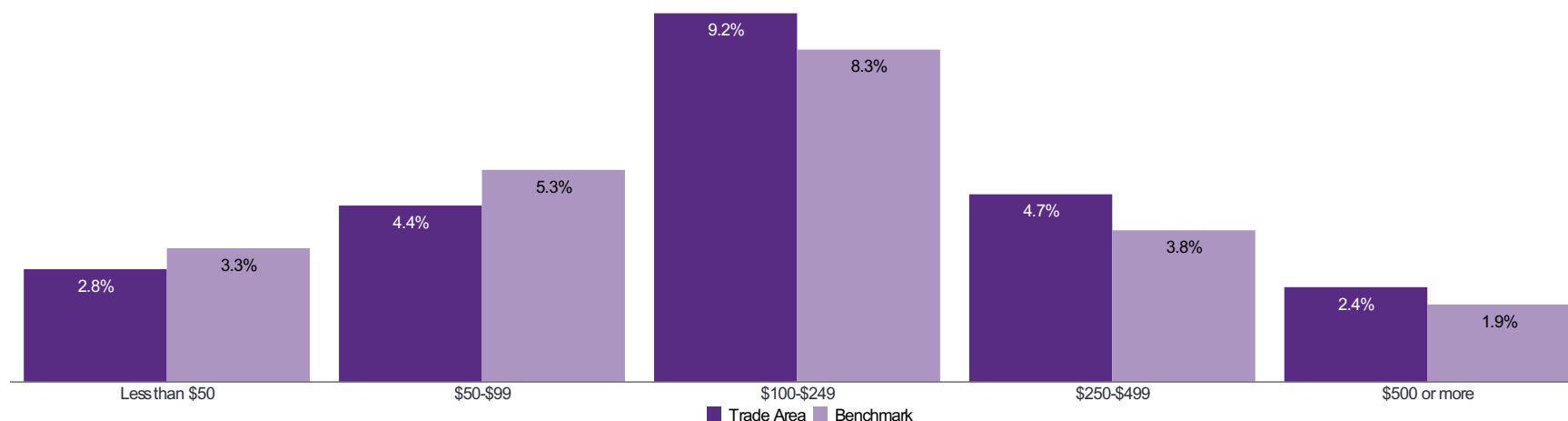
Trade Area: Burlington - Aldershot Retail Corridor

Total Household Population 18+: 19,149

BEHAVIOURAL PREFERENCES BY CHANNEL

 GIFT CARDS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	49.9% Index:105	33.4% Index:95	9.2% Index:83	3.0% Index:84
Purchase preference	61.3% Index:102	32.7% Index:99	7.7% Index:87	1.9% Index:61
Customer Service	43.8% Index:103	19.3% Index:94	4.6% Index:76	27.1% Index:98

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

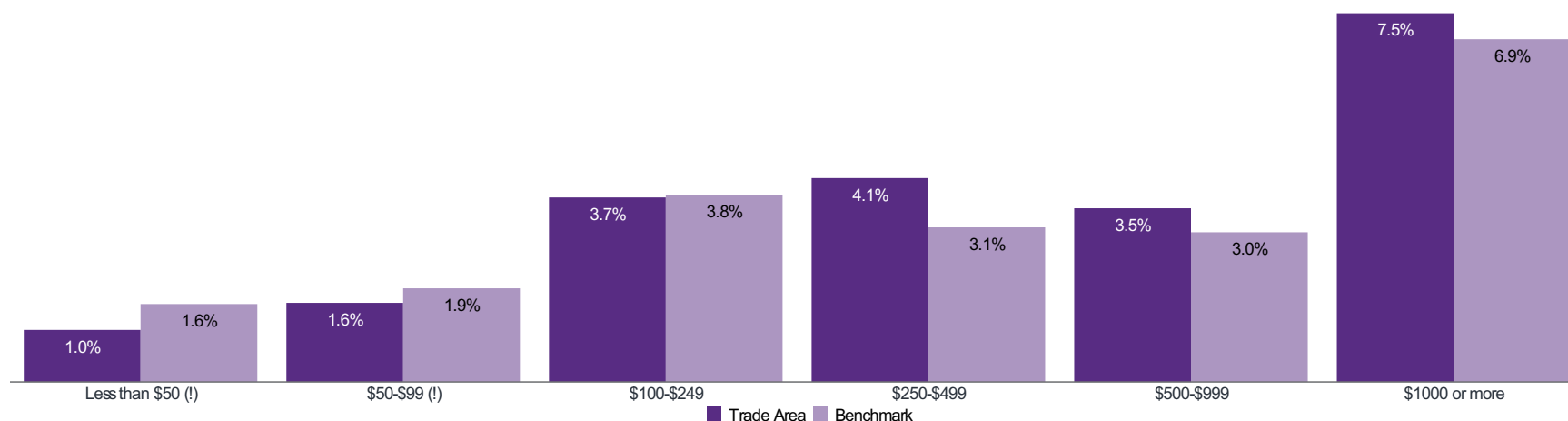
Trade Area: Burlington - Aldershot Retail Corridor

Total Household Population 18+: 19,149

BEHAVIOURAL PREFERENCES BY CHANNEL

 GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	74.7% Index:104	24.7% Index:100	8.9% Index:80	2.0% Index:73
Purchase preference	86.0% Index:103	16.2% Index:97	4.8% Index:77	1.3% Index:52
Customer Service	74.7% Index:107	10.3% Index:90	3.1% Index:77	17.1% Index:91

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

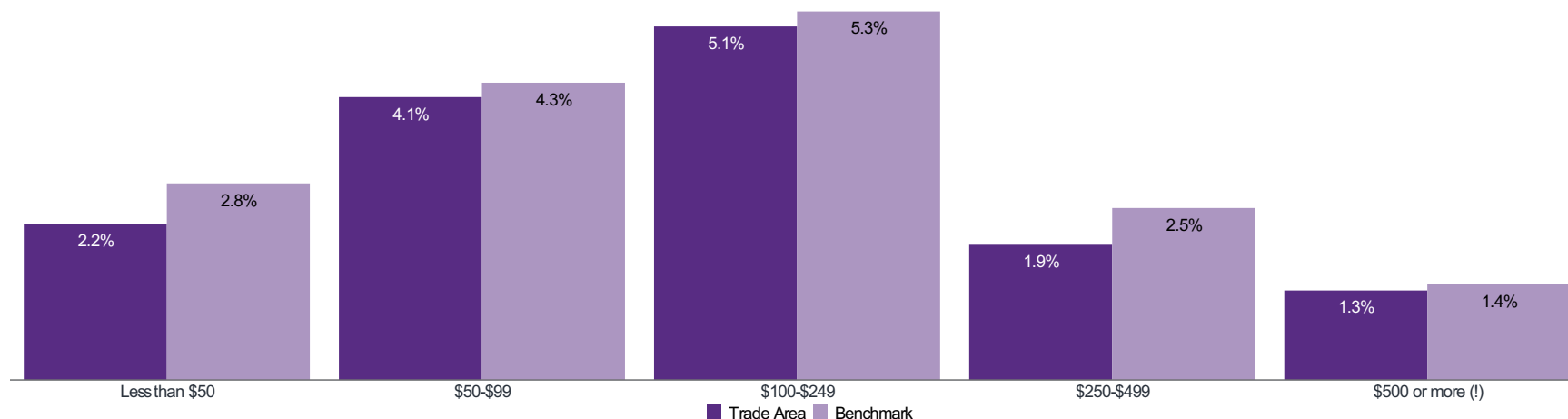
Trade Area: Burlington - Aldershot Retail Corridor

Total Household Population 18+: 19,149

BEHAVIOURAL PREFERENCES BY CHANNEL

 BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	36.5% Index:103	20.3% Index:92	5.7% Index:70	1.9% Index:68
Purchase preference	45.7% Index:99	16.2% Index:88	4.7% Index:73	1.5% Index:67
Customer Service	37.5% Index:103	10.7% Index:85	3.3% Index:77	13.4% Index:91

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

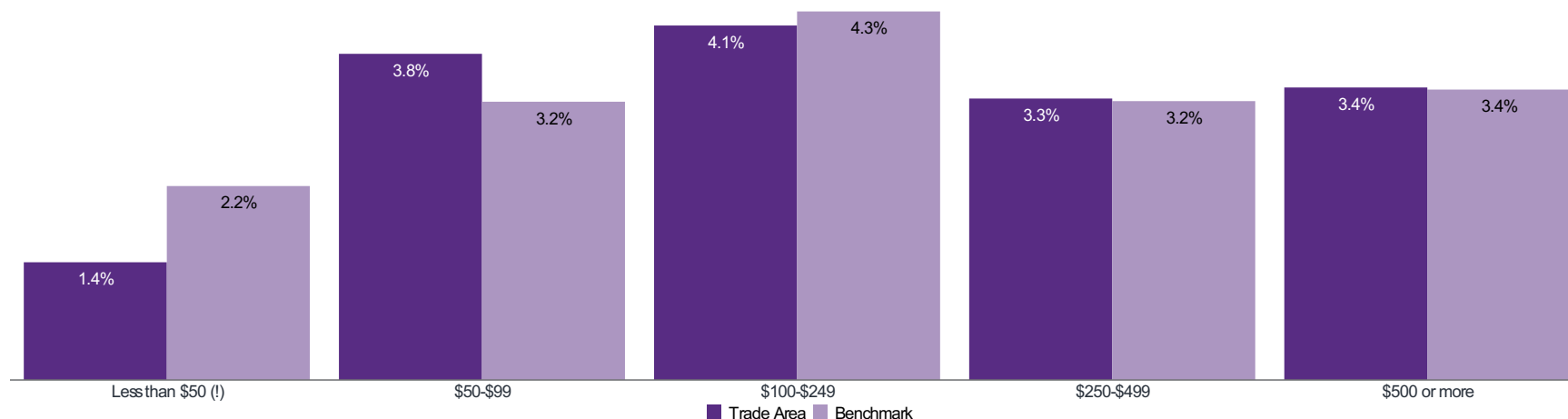
Trade Area: Burlington - Aldershot Retail Corridor

Total Household Population 18+: 19,149

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	52.9% Index:102	36.9% Index:97	9.4% Index:82	4.4% Index:77
Purchase preference	68.7% Index:101	23.8% Index:98	5.2% Index:74	2.8% Index:78
Customer Service	55.9% Index:103	14.1% Index:88	3.5% Index:72	22.0% Index:96

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+

Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

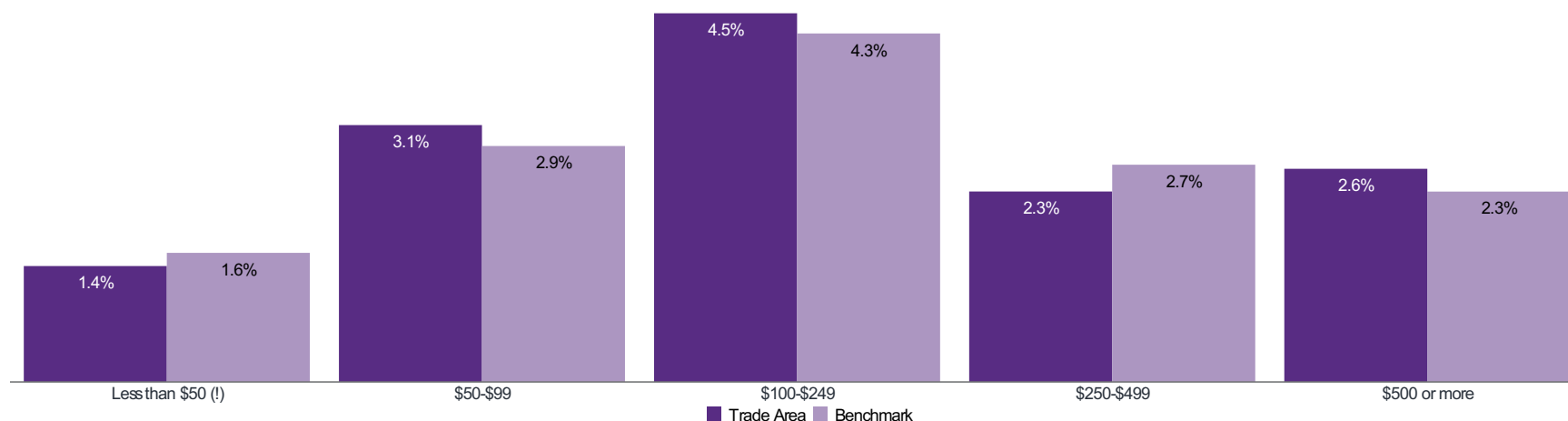
Trade Area: Burlington - Aldershot Retail Corridor

Total Household Population 18+: 19,149

BEHAVIOURAL PREFERENCES BY CHANNEL

SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	40.9% Index:105	31.7% Index:98	8.8% Index:84	3.8% Index:96
Purchase preference	53.1% Index:102	22.7% Index:94	6.1% Index:81	2.9% Index:96
Customer Service	44.3% Index:106	13.2% Index:87	3.5% Index:69	20.3% Index:99

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

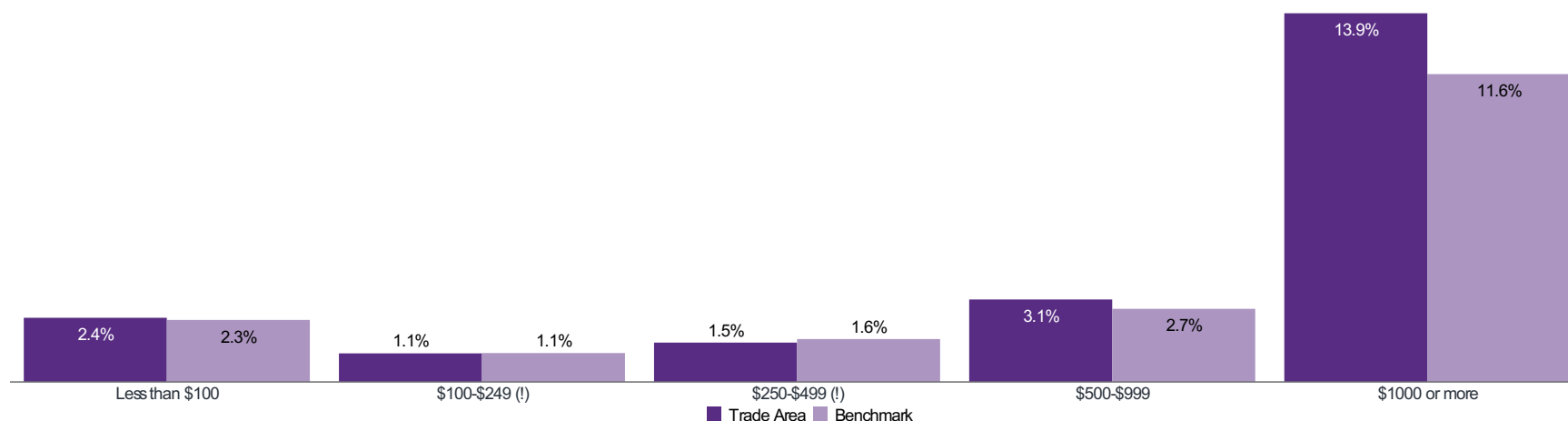
Trade Area: Burlington - Aldershot Retail Corridor

Total Household Population 18+: 19,149

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	20.5% Index:100	59.4% Index:102	13.5% Index:90	16.5% Index:102
Purchase preference	27.6% Index:96	54.4% Index:106	5.2% Index:85	19.6% Index:109
Customer Service	30.4% Index:104	28.3% Index:103	6.7% Index:96	45.2% Index:103

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Aldershot Retail Corridor

Households: 9,588

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

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Index Colours:	<80	80 - 110	110+
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ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Aldershot Retail Corridor

Households: 9,588

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



59.6%

Index: 100

Organized layout makes it easy to shop



42.1%

Index: 101

Easy to get in and get out quickly



40.4%

Index: 94

Short checkout lines/fast checkout



33.7%

Index: 94

Staff are friendly and knowledgeable



32.0%

Index: 95

Has extended hours



25.4%

Index: 92

I like the store ambiance



19.9%

Index: 100

Has self-checkout



12.4%

Index: 91

Offers an online shopping option (!)



7.6%

Index: 85

Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

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Index Colours:	<80	80 - 110	110+
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ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Aldershot Retail Corridor

Households: 9,588

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



64.7%

Index: 98

Store has great sales and promotions



64.4%

Index: 96

Store has the lowest prices overall



56.9%

Index: 98

Store has a customer loyalty card program



48.8%

Index: 98

Has loyalty prog. app and offers pers. promos



25.3%

Index: 86

I'm loyal to their store brands



22.4%

Index: 97

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	41.4	40.2	0.3 103
Leave the store and buy it elsewhere	31.4	30.9	0.2 102
Purchase another brand	20.3	21.2	0.2 96
Purchase another size or variety of the same brand (!)	6.9	7.7	0.2 90

Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

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Index Colours:	<80	80 - 110	110+
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Main Street Visitors

2019 Burlington - Aldershot Retail Corridor Visitors by Top 10 Census Subdivisions

Compared to Total Household Population 15+

Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2019				Summer 2019				Fall 2019				Winter 2019				Full Year 2019			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total		19,302,713	100%	1,099,169	100%	5.69%	100	1,160,741	100%	6.01%	100	789,924	100%	4.09%	100	893,263	100%	4.63%	100	1,710,778	100%	8.86%	100
3525005	Hamilton, ON (C)	483,265	2.50%	236,848	21.55%	49.01%	861	236,108	20.34%	48.86%	812	201,254	25.48%	41.64%	1018	203,197	22.75%	42.05%	909	290,963	17.01%	60.21%	679
3520005	Toronto, ON (C)	2,568,898	13.31%	122,148	11.11%	4.75%	84	135,090	11.64%	5.26%	87	75,013	9.50%	2.92%	71	83,645	9.36%	3.26%	70	211,414	12.36%	8.23%	93
3524002	Burlington, ON (CY)	163,747	0.85%	96,348	8.77%	58.84%	1033	94,449	8.14%	57.68%	959	90,348	11.44%	55.18%	1348	89,475	10.02%	54.64%	1181	116,322	6.80%	71.04%	802
3521005	Mississauga, ON (CY)	642,951	3.33%	67,190	6.11%	10.45%	184	74,914	6.45%	11.65%	194	45,690	5.78%	7.11%	174	50,427	5.65%	7.84%	169	111,558	6.52%	17.35%	196
3521010	Brampton, ON (CY)	596,084	3.09%	58,442	5.32%	9.80%	172	62,831	5.41%	10.54%	175	28,239	3.57%	4.74%	116	42,385	4.74%	7.11%	154	91,093	5.32%	15.28%	172
3524001	Oakville, ON (T)	174,424	0.90%	46,849	4.26%	26.86%	472	45,757	3.94%	26.23%	436	38,237	4.84%	21.92%	536	42,162	4.72%	24.17%	522	69,317	4.05%	39.74%	448
3526053	St. Catharines, ON (CY)	118,411	0.61%	30,767	2.80%	25.98%	456	31,361	2.70%	26.48%	440	20,724	2.62%	17.50%	428	25,079	2.81%	21.18%	458	43,201	2.53%	36.48%	412
3539036	London, ON (CY)	349,526	1.81%	19,025	1.73%	5.44%	96	19,355	1.67%	5.54%	92	16,228	2.05%	4.64%	113	18,921	2.12%	5.41%	117	40,448	2.36%	11.57%	131
3530013	Kitchener, ON (CY)	212,928	1.10%	21,060	1.92%	9.89%	174	23,652	2.04%	11.11%	185	15,082	1.91%	7.08%	173	17,278	1.93%	8.11%	175	39,421	2.30%	18.51%	209
3524009	Milton, ON (T)	106,330	0.55%	23,836	2.17%	22.42%	394	23,923	2.06%	22.50%	374	17,660	2.24%	16.61%	406	21,535	2.41%	20.25%	438	36,525	2.14%	34.35%	388

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Burlington - Aldershot Retail Corridor Visitors Within Trade Area

Compared to Total Household Population 15+

Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors		Summer 2019 Visitors		Fall 2019 Visitors		Winter 2019 Visitors		Full Year 2019 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
19,868	9,625	48.4	9,837	49.5	11,135	56.0	8,631	43.4	12,927	65.1

2019 Burlington - Aldershot Retail Corridor Visitors Within vs Outside Trade Area

Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	1,752,782	12,927	0.7	1,739,855	99.3

2020 Burlington - Aldershot Retail Corridor Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2020				Summer 2020				Fall 2020				Winter 2020				Full Year 2020			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	493,281	100%	2.56%	100	770,604	100%	3.99%	100	652,384	100%	3.38%	100	608,969	100%	3.15%	100	1,188,662	100%	6.16%	100
3525005	Hamilton, ON (C)	483,265	2.50%	138,336	28.04%	28.63%	1120	182,533	23.69%	37.77%	946	163,141	25.01%	33.76%	999	167,652	27.53%	34.69%	1100	244,785	20.59%	50.65%	823
3520005	Toronto, ON (C)	2,568,898	13.31%	41,145	8.34%	1.60%	63	72,539	9.41%	2.82%	71	58,760	9.01%	2.29%	68	47,970	7.88%	1.87%	59	125,821	10.59%	4.90%	80
3524002	Burlington, ON (CY)	163,747	0.85%	73,483	14.90%	44.88%	1756	86,327	11.20%	52.72%	1321	81,603	12.51%	49.83%	1475	79,176	13.00%	48.35%	1533	108,651	9.14%	66.35%	1078
3521005	Mississauga, ON (CY)	642,951	3.33%	30,708	6.23%	4.78%	187	55,505	7.20%	8.63%	216	48,425	7.42%	7.53%	223	32,819	5.39%	5.10%	162	89,947	7.57%	13.99%	227
3524001	Oakville, ON (T)	174,424	0.90%	23,368	4.74%	13.40%	524	41,246	5.35%	23.65%	592	36,290	5.56%	20.81%	616	30,184	4.96%	17.30%	549	61,299	5.16%	35.14%	571
3521010	Brampton, ON (CY)	596,084	3.09%	18,657	3.78%	3.13%	122	30,750	3.99%	5.16%	129	29,746	4.56%	4.99%	148	18,510	3.04%	3.11%	98	53,226	4.48%	8.93%	145
3524009	Milton, ON (T)	106,330	0.55%	10,521	2.13%	9.89%	387	22,263	2.89%	20.94%	524	18,516	2.84%	17.41%	515	14,491	2.38%	13.63%	432	33,597	2.83%	31.60%	513
3526053	St. Catharines, ON (CY)	118,411	0.61%	12,918	2.62%	10.91%	427	18,843	2.45%	15.91%	399	17,488	2.68%	14.77%	437	16,726	2.75%	14.13%	448	32,340	2.72%	27.31%	444
3530013	Kitchener, ON (CY)	212,928	1.10%	9,020	1.83%	4.24%	166	18,898	2.45%	8.88%	222	13,077	2.00%	6.14%	182	10,972	1.80%	5.15%	169	29,580	2.49%	13.89%	226
3539036	London, ON (CY)	349,526	1.81%	5,947	1.21%	1.70%	67	13,899	1.80%	3.98%	100	9,615	1.47%	2.75%	81	12,371	2.03%	3.54%	112	26,415	2.22%	7.56%	123

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Burlington - Aldershot Retail Corridor Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors		Summer 2020 Visitors		Fall 2020 Visitors		Winter 2020 Visitors		Full Year 2020 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
19,868	12,040	60.6	8,572	43.1	8,581	43.2	10,059	50.6	14,756	74.3

2020 Burlington - Aldershot Retail Corridor Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors In Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	1,200,659	14,756	1.2	1,185,904	98.8

2021 Burlington - Aldershot Retail Corridor Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2021				Summer 2021				Fall 2021				Winter 2021				Full Year 2021			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	475,494	100%	2.46%	100	1,048,141	100%	5.43%	100	888,483	100%	4.60%	100	611,635	100%	3.17%	100	1,419,462	100%	7.35%	100
3525005	Hamilton, ON (C)	483,265	2.50%	116,613	24.52%	24.13%	980	194,873	18.59%	40.32%	743	188,366	21.20%	38.98%	847	155,213	25.38%	32.12%	1014	234,401	16.51%	48.50%	660
3520005	Toronto, ON (C)	2,568,898	13.31%	48,362	10.17%	1.88%	76	122,093	11.65%	4.75%	88	84,983	9.56%	3.31%	72	53,825	8.80%	2.10%	66	182,661	12.87%	7.11%	97
3521005	Mississauga, ON (CY)	642,951	3.33%	37,400	7.87%	5.82%	236	84,289	8.04%	13.11%	241	61,344	6.90%	9.54%	207	45,229	7.39%	7.03%	222	119,890	8.45%	18.65%	254
3524002	Burlington, ON (CY)	163,747	0.85%	66,236	13.93%	40.45%	1642	96,990	9.25%	59.23%	1091	90,155	10.15%	55.06%	1196	77,973	12.75%	47.62%	1503	106,659	7.51%	65.14%	886
3521010	Brampton, ON (CY)	596,084	3.09%	20,705	4.35%	3.47%	141	54,915	5.24%	9.21%	170	37,756	4.25%	6.33%	138	28,253	4.62%	4.74%	150	76,352	5.38%	12.81%	174
3524001	Oakville, ON (T)	174,424	0.90%	25,501	5.36%	14.62%	594	58,981	5.63%	33.81%	623	52,688	5.93%	30.21%	656	32,346	5.29%	18.54%	585	73,177	5.16%	41.95%	571
3524009	Milton, ON (T)	106,330	0.55%	12,057	2.54%	11.34%	460	30,238	2.88%	28.44%	524	25,670	2.89%	24.14%	525	18,486	3.02%	17.39%	549	40,729	2.87%	38.30%	521
3539036	London, ON (CY)	349,526	1.81%	6,162	1.30%	1.76%	72	20,246	1.93%	5.79%	107	25,280	2.85%	7.23%	157	9,002	1.47%	2.58%	81	36,083	2.54%	10.32%	140
3526053	St. Catharines, ON (CY)	118,411	0.61%	11,836	2.49%	10.00%	406	25,595	2.44%	21.62%	398	24,151	2.72%	20.40%	443	15,920	2.60%	13.44%	424	34,491	2.43%	29.13%	396
3530013	Kitchener, ON (CY)	212,928	1.10%	7,642	1.61%	3.59%	146	24,151	2.30%	11.34%	209	17,538	1.97%	8.24%	179	13,337	2.18%	6.26%	198	34,248	2.41%	16.08%	219

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Burlington - Aldershot Retail Corridor Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
19,868	8,251	41.5	9,301	46.8	8,747	44.0	8,802	44.3	10,730	54.0

2021 Burlington - Aldershot Retail Corridor Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	1,448,794	10,730	0.7	1,438,064	99.3

Top 5 segments represent **33.2%** of customers in Southern Ontario



Rank: 1
Customers: 92,009
Customers %: 7.92
% in Benchmark: 5.19
Index: 153

One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged Asian and South Asian households. Located in and around major cities like Toronto, Calgary and Edmonton, many of these neighbourhoods emerged 20 years ago as new suburban subdivisions. Today, they're slowly being overtaken by urban sprawl and infill developments. More than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. A quarter speak a non-official language, the most common being Mandarin, Cantonese and Punjabi, but residents also disproportionately speak Arabic, Urdu and Russian at home. Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, these adults enjoy upscale incomes—earned from jobs in management, business and the sciences—that are 50 percent higher than the national average and that allow them to exercise Ostentatious Consumption by purchasing items that symbolize affluence.



Rank: 2
Customers: 80,419
Customers %: 6.92
% in Benchmark: 4.63
Index: 149

Mid-City Mellow epitomizes a traditional view of the Canadian Dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, Portuguese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of white collar, blue collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy sporting events such as horse racing, hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours as they believe that other cultures have a great deal to teach us (Culture Sampling).



Rank: 3
Customers: 75,170
Customers %: 6.47
% in Benchmark: 5.76
Index: 112

Reflecting Canada's increasing diversity, South Asian Enterprise is an urban crossroads where nearly 60 percent of the populace are immigrants and one third of the members identify as visible minorities from South Asia. The more affluent of two predominantly South Asian segments, South Asian Enterprise contains upper-middle-class families living in a mix of new singles, semis and duplexes in a handful of urban areas. More than 80 percent reside in the Greater Toronto Area; nearly half live in Brampton alone. Few segments have larger households: nearly 60 percent are home to four or more people. One in seven households is multi-family—an emerging demographic trend—with a significant presence of adult children. The first- and second-generation Canadians of South Asian Enterprise have parlayed mixed educations into well-paying blue-collar and service sector jobs. But their above-average household incomes may result from three or more wage-earners under one roof. Many residents maintain their South Asian culture at home, with over 40 percent speaking a non-official language. These families enjoy swimming, baseball and playing racquet sports, visiting theme parks and frequenting museums. Socially conservative, they support Traditional Families and reject alternative arrangements.



Rank: 4
Customers: 69,231
Customers %: 5.96
% in Benchmark: 4.16
Index: 143

An upscale suburban lifestyle, First-Class Families is characterized by sprawling families—more than 40 percent of households contain four or more people—living in close-in suburbs. More than half the households are located in established neighbourhoods in Toronto, Calgary, Ottawa and Vancouver. In First-Class Families, the parents are middle-aged, the children are 5-24 and nearly 90 percent of households live in pricey, single-family houses. With their solid educations, the adults hold white-collar jobs in management, education and government, and earn incomes that are nearly twice the national average. One quarter of households contain second-generation Canadians; the segment scores high for members for whom Italian, Polish, Greek or Mandarin is their mother tongue. These families enjoy many team sports—baseball, basketball, football, hockey, volleyball—as both participants and spectators. And many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce. Committed to living a healthy and wholesome lifestyle, this group scores high for the value Effort Toward Health.



Rank: 5
Customers: 69,133
Customers %: 5.95
% in Benchmark: 4.68
Index: 127

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow them to purchase single-detached houses valued at nearly \$450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mode members make an Effort Toward Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.