Community Profile: Burlington – Burlington Downtown BIA

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

Table of Contents

ENVIRONICS
ANALYTICS

Brant St

QEW

Service Rd

Plains Rd E

Fairview St

Guelph Line

Lakeshore Rd

Fairview St

Maple Ave

Brant St

Maple Ave

Lakeshore Rd

King Rd

Rd E

QEW

North Shore Blvd E

QEW

N
W   E
S

| 0 | 0.5 | 1 km |
| 0 | 0.3 | 0.7 mi |

Legend:
- 15 - Min Walk Time
- Main Street Boundary

2022-01-12 12:41 PM

1

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Burlington - Burlington Downtown BIA

POPULATION

26,679

HOUSEHOLDS

12,960

MEDIAN MAINTAINER AGE

58

Index:107

MARITAL STATUS

51.6%

Index: 89

Married/Common-Law

FAMILY STATUS*

49.5%

Index:132

Couples Without Children At Home

HOUSEHOLD SIZE

1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
41% / 24%	36% / 33%	11% / 16%	9% / 17%	3% / 10%

■ Trade Area ■ Benchmark
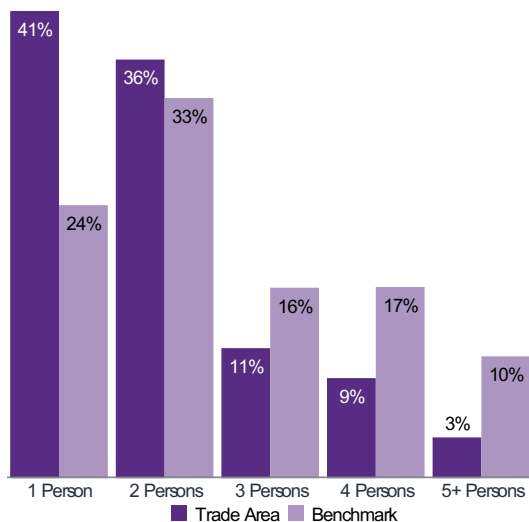
POPULATION BY AGE

	Count	%	Index
0 to 4	896	3.4	66
5 to 9	908	3.4	63
10 to 14	945	3.5	62
15 to 19	1,095	4.1	69
20 to 24	1,422	5.3	80
25 to 29	1,980	7.4	106
30 to 34	1,921	7.2	108
35 to 39	1,518	5.7	88
40 to 44	1,365	5.1	83
45 to 49	1,540	5.8	92
50 to 54	1,789	6.7	102
55 to 59	2,122	8.0	109
60 to 64	2,120	7.9	118
65 to 69	1,774	6.6	118
70 to 74	1,680	6.3	132
75 to 79	1,330	5.0	151
80 to 84	1,038	3.9	178
85+	1,234	4.6	209

AGE OF CHILDREN AT HOME
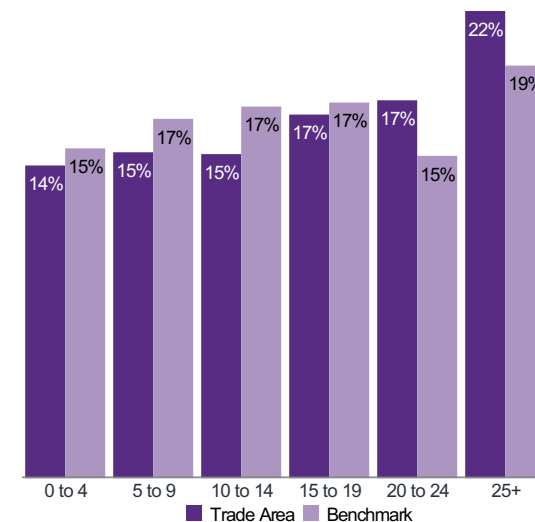
0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25+
14% / 15%	15% / 17%	15% / 17%	17% / 17%	17% / 15%	22% / 19%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Burlington - Burlington Downtown BIA

Population: 26,679 | **Households:** 12,960

TENURE

Rented 49.0%
Owned 51.0%
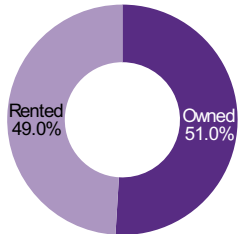
STRUCTURE TYPE

42.5%
Houses
Index:**55**

57.2%
Apartments
Index:**259**

AGE OF HOUSING*

60+ Years Old

% Comp:**29.0**   Index: **140**

AVERAGE HOUSEHOLD INCOME

$110,845

Index:**96**

HOUSEHOLD INCOME DISTRIBUTION
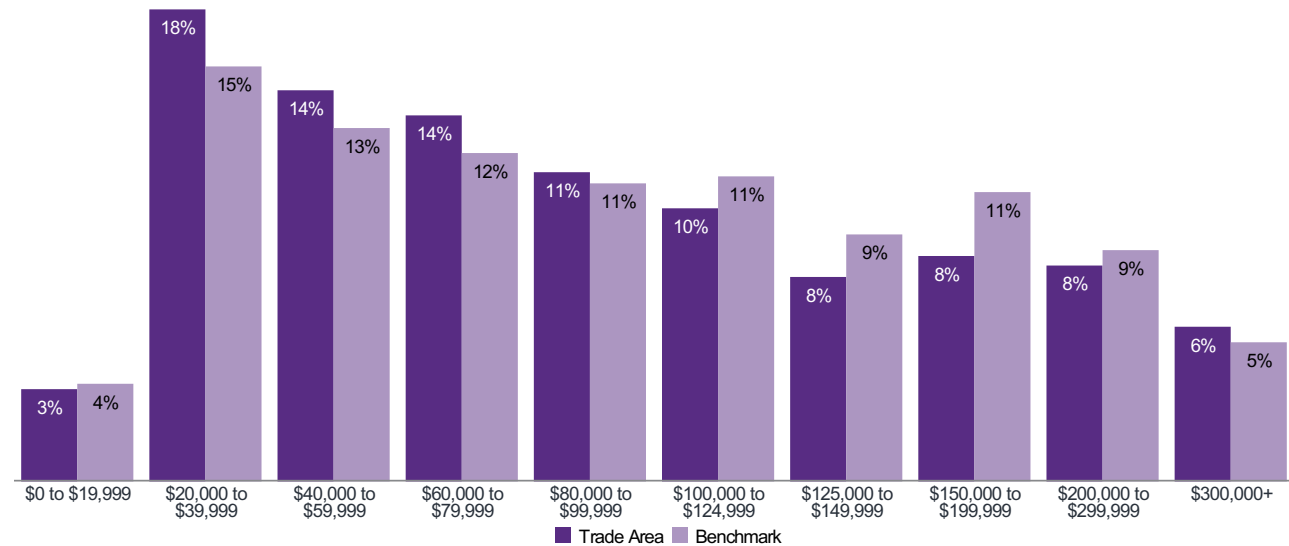
Income Range	Trade Area	Benchmark
$0 to $19,999	3%	4%
$20,000 to $39,999	18%	15%
$40,000 to $59,999	14%	13%
$60,000 to $79,999	14%	12%
$80,000 to $99,999	11%	11%
$100,000 to $124,999	10%	11%
$125,000 to $149,999	8%	9%
$150,000 to $199,999	8%	11%
$200,000 to $299,999	8%	9%
$300,000+	6%	5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: Burlington - Burlington Downtown BIA

Population: 26,679 | **Households:** 12,960

EDUCATION

31.2%
Index:**117**

University Degree

LABOUR FORCE PARTICIPATION

62.8%
Index:**96**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

34.5%
Index:**95**

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

4.4%
Index:**100**

Travel to work by**Public Transit**

EDUCATIONAL ATTAINMENT
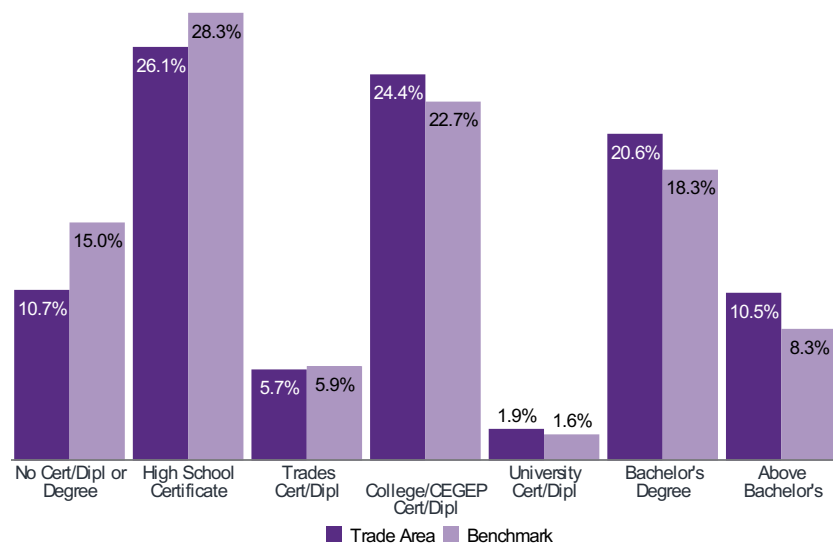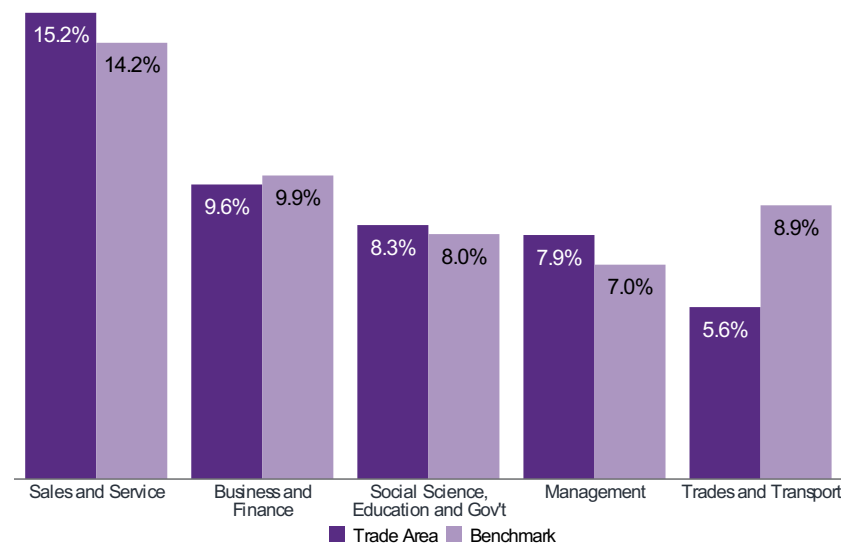
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	10.7%	15.0%
High School Certificate	26.1%	28.3%
Trades Cert/Dipl	5.7%	5.9%
College/CEGEP Cert/Dipl	24.4%	22.7%
University Cert/Dipl	1.9%	1.6%
Bachelor's Degree	20.6%	18.3%
Above Bachelor's	10.5%	8.3%

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	15.2%	14.2%
Business and Finance	9.6%	9.9%
Social Science, Education and Gov't	8.3%	8.0%
Management	7.9%	7.0%
Trades and Transport	5.6%	8.9%

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Burlington - Burlington Downtown BIA

Population: 26,679 | **Households:** 12,960

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
1.4%	15.1%	0.7%	23.9%	Before 2001
Index:58	Index:52	Index:37	Index:90	15.0% Index:107
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

- South Asian: Trade Area 3.0%, Benchmark 9.9%
- Black: Trade Area 2.4%, Benchmark 4.5%
- Arab: Trade Area 2.0%, Benchmark 2.1%
- Chinese: Trade Area 1.8%, Benchmark 5.1%
- Filipino: Trade Area 1.6%, Benchmark 1.5%

■ Trade Area ■ Benchmark
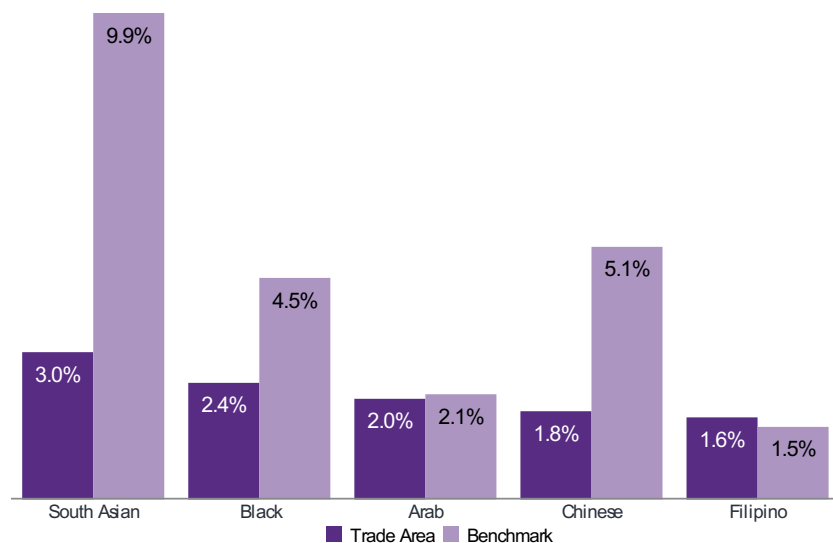
LANGUAGES SPOKEN AT HOME: TOP 5**
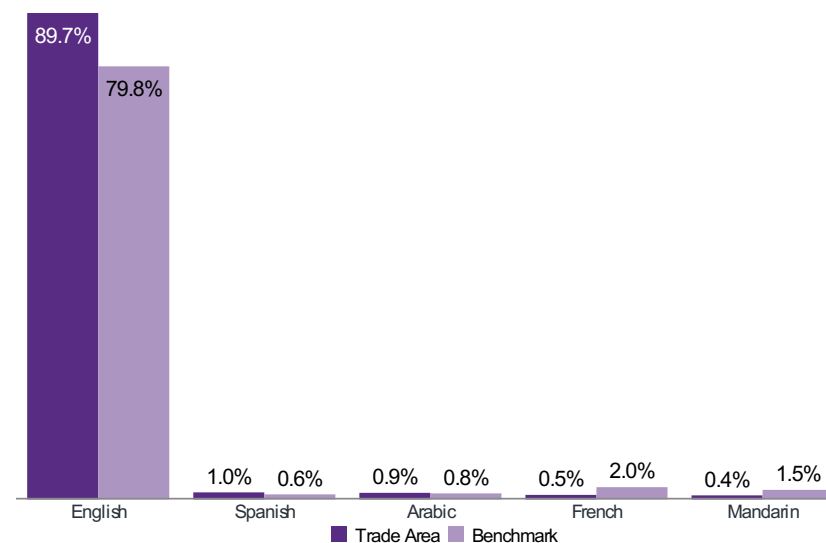
- English: Trade Area 89.7%, Benchmark 79.8%
- Spanish: Trade Area 1.0%, Benchmark 0.6%
- Arabic: Trade Area 0.9%, Benchmark 0.8%
- French: Trade Area 0.5%, Benchmark 2.0%
- Mandarin: Trade Area 0.4%, Benchmark 1.5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

**Ranked by percent composition*

Index Colours:	<80	80 - 110	110+

6

Top 5 segments represent **78.4%** of households in Burlington - Burlington Downtown BIA

---

51 ON THEIR OWN AGAIN

U2 URBAN OLDER — MATURE SINGLES & COUPLES M2

City seniors in apartment rentals

Rank:	1
Hhlds:	5,249
Hhld %:	40.50
% in Benchmark:	3.77
Index:	**1,074**

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.

---

16 SAVVY SENIORS

U2 URBAN OLDER — OLDER FAMILIES & EMPTY NESTS M1

Upper-middle-income seniors in urban apartments

Rank:	2
Hhlds:	2,630
Hhld %:	20.29
% in Benchmark:	3.11
Index:	**653**

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.

---

23 MID-CITY MELLOW

U2 URBAN OLDER — OLDER FAMILIES & EMPTY NESTS M1

Older and mature city homeowners

Rank:	3
Hhlds:	1,044
Hhld %:	8.05
% in Benchmark:	4.40
Index:	**183**

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, Portugese, 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).

---

07 MATURE & SECURE

F1 UPSCALE URBAN FRINGE — OLDER FAMILIES & EMPTY NESTS M1

Older and mature upscale city dwellers

Rank:	4
Hhlds:	680
Hhld %:	5.25
% in Benchmark:	2.25
Index:	**233**

Emblematic of Canadian's aging society, Mature & Secure consists of older and mature couples and families aging in place in urban fringe neighbourhoods. Nearly 60 percent of the maintainers are over 55 years old. About 80 percent of this segment's households are found in Canada's largest markets: Toronto, Montreal, Vancouver, Calgary, Ottawa and Edmonton. Many contain first- and second-generation Canadians, the immigrants having arrived between 1990 and 2010. And one in eight residents is Jewish, the highest percentage among all segments and more than 11 times the national average. Well educated with university degrees, those still in the workforce earn upscale incomes from management and white-collar positions in business, finance, science and education. Longtime homeowners, they live in stylish houses and duplexes built between 1960 and 1990 and valued at over $800,000. With a high level of financial security, Mature & Secure residents tend to own investments, real estate and imported luxury cars. Yet they also express a desire to provide a secure future for their children and grandchildren (Legacy).

---

32 DIVERSE & DETERMINED

F3 UPSCALE URBAN FRINGE — SCHOOL-AGE FAMILIES F1

Midscale, younger and middle-aged city dwellers

Rank:	5
Hhlds:	559
Hhld %:	4.31
% in Benchmark:	1.96
Index:	**220**

The search for jobs and an affordable lifestyle helped create Diverse & Determined. Found in the urban fringe of big cities like Vancouver, Calgary, Edmonton and Ottawa, this segment contains a mix of younger singles and middle-aged families, including a disproportionate number of lone-parent households. Almost half of these households have moved into the area in the last five years. Over a third of residents identify as a visible minority—typically South Asian, black, Filipino, Arab or Latin American—most having arrived since 2001. Drawn to the less expensive housing and less intense city living, Diverse & Determined residents typically live in low-rise apartments or row houses; nearly two-thirds live in condominiums. With educations ranging from high school to university, the adults here earn midscale incomes from various jobs in manufacturing, remediation services, business and the trades. Almost half the households are without children, meaning many can devote more of their discretionary income to leisure activities. Residents score high for going to casinos, sports bars, nightclubs and sporting events. Strong on the value Ostentatious Consumption, they try to impress others by acquiring objects that convey affluence.

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Burlington - Burlington Downtown BIA

⬆ Strong Values

Values	Index
Ecological Concern	116
Flexible Families	115
Fulfilment Through Work	113
Cultural Assimilation	112
Introspection & Empathy	112
Ethical Consumerism	111
Financial Concern Regarding the Future	111
Emotional Control	110
Primacy of Environmental Protection	110
Rejection of Inequality	110

⬇ Weak Values

Values	Index
Attraction to Nature	79
Personal Optimism	81
Social Darwinism	82
Utilitarian Consumerism	83
Acceptance of Violence	84
Primacy of the Family	84
Patriarchy	85
Penchant for Risk	86
Sexism	86
Spiritual Quest	86

⭐ 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

Flexible Families

Willingness to accept non-traditional definitions of "family", such as common law and same-sex marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. The belief that society should be open to new definitions of what constitutes a "family".

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.

⭐ Descriptions | Top 3 Weak Values

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Personal Optimism

Generalized optimism about one's future personal outcomes.

Social Darwinism

A belief that active involvement in the political process doesn't really make any difference in society. People strongest on this construct accept the notion that inequities in society are inevitable and should be expected.

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS ANALYTICS

Trade Area: Burlington - Burlington Downtown BIA

WealthScapes Households: 12,903

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 111,534	$ 86,264	$ 63,063	$ 3,630
Index: 96	Index: 94	Index: 98	Index: 101

WEALTH* | ASSETS*

Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	**% Holders**	**% Holders**	**% Holders**	**% Holders**	**% Holders**
99.7% Index: 100	95.0% Index: 100	64.5% Index: 108	15.7% Index: 127	54.1% Index: 71	98.2% Index: 100
Balance	**Balance**	**Balance**	**Balance**	**Balance**	**Balance**
$934,596	$120,102	$539,915	$512,717	$824,049	$559,743
Index: 127	Index: 157	Index: 160	Index: 161	Index: 110	Index: 169

DEBT*

Consumer Debt	Mortgage Debt
% Holders	**% Holders**
91.4% Index: 101	28.7% Index: 62
Balance	**Balance**
$51,867	$337,054
Index: 78	Index: 113

FINANCIAL RATIO

Debt:Asset
% Holders
0.13% Index: 63

Benchmark: Southern Ontario

% Holders represent where customers are found.

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

Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

Trade Area: Burlington - Burlington Downtown BIA

WealthScapes Households: 12,903

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.13	0.26	0.75	0.58
Index: 63	Index: 43	Index: 80	Index: 96
Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
0.20	0.81	0.22	2.04
Index: 91	Index: 46	Index: 89	Index: 89

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

11

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Burlington - Burlington Downtown BIA　　　　　　　　　　　　　　　**Households:** 12,960

Total Aggregate Current Consumption:$942,108,450

Average Current Consumption	Average Household Income	Average Disposable Income
$72,694	$110,863	$84,785
Index: 89	Index:96	Index: 94

Shelter

Avg. Dollars/Household	Pct. of Total Expenditure
$18,207	25.0%
Index:87	Index:97

Food

Avg. Dollars/Household	Pct. of Total Expenditure
$12,451	17.1%
Index:97	Index:109

Transportation

Avg. Dollars/Household	Pct. of Total Expenditure
$10,844	14.9%
Index:79	Index:89

Health Care

Avg. Dollars/Household	Pct. of Total Expenditure
$5,298	7.3%
Index:97	Index:109

Household Operation

Avg. Dollars/Household	Pct. of Total Expenditure
$4,838	6.7%
Index:84	Index:95

Recreation

Avg. Dollars/Household	Pct. of Total Expenditure
$4,526	6.2%
Index:95	Index:106

Clothing

Avg. Dollars/Household	Pct. of Total Expenditure
$3,325	4.6%
Index:100	Index:113

Tobacco and Alcohol

Avg. Dollars/Household	Pct. of Total Expenditure
$3,264	4.5%
Index:92	Index:103

Household Furnishings

Avg. Dollars/Household	Pct. of Total Expenditure
$3,164	4.4%
Index:79	Index: 89

Benchmark:Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Expenditures | Foodspend - Annual Household Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Burlington Downtown BIA

Households: 12,960

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$110,863	$12,451	$4,274	$8,177
Index: 96	Index 97	Index: 106	Index: 93

Total Aggregate Food Expenditure: $ 161,367,066

Bakery		Cereal Products		Fruit and nuts	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$845	10.3%	$481	5.9%	$1,052	12.9%
Index: 97	Index: 104	Index: 94	Index: 101	Index: 96	Index: 103

Vegetables		Dairy products & Eggs		Meat	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$859	10.5%	$1,212	14.8%	$1,423	17.4%
Index: 93	Index: 100	Index: 95	Index: 101	Index: 90	Index: 97

Fish & Seafood		Beverages & Other Food	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$285	3.5%	$2,020	24.7%
Index: 97	Index: 104	Index: 91	Index: 98

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Post COVID-19 Activities

ENVIRONICS ANALYTICS

Trade Area: Burlington - Burlington Downtown BIA   **Household Population 14+:** 23,677

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	9.2	11.0	84
Going to restaurants, bars or night clubs	53.7	55.1	97
Having physical Contact with family and friends	62.2	57.7	108
Participating in group activities	39.2	38.7	101
Partying	13.0	15.8	83
Seeing family and friends in person	69.7	62.8	111
Entertainment			
Attending events, festivals or concerts	42.4	42.9	99
Attending sports events (excludes professional sports)	14.4	18.2	79
Attending to professional sports events or games	24.1	25.4	95
Going to the movies	47.0	45.7	103
Movement & Travel			
Driving more	16.3	16.1	102
Shopping in-store	40.8	42.9	95
Spending time outdoors	28.0	32.5	86
Travelling outside of Canada/ abroad	54.5	53.2	102
Travelling within Canada	52.0	49.9	104
Using public transit	12.7	13.7	92
Personal			
Getting back to old habits	35.9	36.2	99
Going to a salon, barber shop or spa	38.2	33.7	113
Going to the gym	20.8	22.6	92
Education/Work			
Children going back to school	13.8	20.3	68
Going back to work	16.0	17.6	91
Other			
Not Stated	0.5	0.6	81

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS ANALYTICS

RADIO
Listeners: 79.5%
Index: 98

7.4 Hours/Week*

Index: 99

Top Formats

	Trade Area	Benchmark
Jazz	13.2%	9.6%
Classical	17.7%	13.4%
News/Talk	37.0%	33.9%

TELEVISION
Viewers: 96.0%
Index: 101

22.7 Hours/Week*

Index: 109

Top Program Types

	Trade Area	Benchmark
Variety/Specials	28.5%	25.7%
Stand-Up Comedy	35.6%	32.5%
News/Current Affairs	67.5%	62.0%

NEWSPAPER
Readers: 32.7%
Index: 101

1.0 Hours/Week*

Index: 155

Top Sections Read

	Trade Area	Benchmark
Editorials	14.1%	10.5%
Provincial or National News	26.3%	20.2%
Health	14.7%	11.3%

MAGAZINE
Readers: 74.4%
Index: 102

1.4 Hours/Month*

Index: 100

Top Titles

	Trade Area	Benchmark
Zoomer Magazine	18.4%	12.0%
Toronto Life	18.9%	15.9%
CAA Magazine	33.0%	28.7%

INTERNET
Users: 98.0%
Index: 100

21.8 Hours online past week*

Index: 99

Top Activities

	Trade Area	Benchmark
E-books/Audiobooks	29.2%	26.6%
Online Shopping	73.7%	73.2%
Watched Videos	64.8%	65.7%

DIRECT/OUTDOOR

3 Times used public transit past week*

Index: 98

Top DM Formats Used to Plan/Make Purchases

	Trade Area	Benchmark
Brochures	12.8%	10.9%
Coupon Booklets	15.0%	14.2%
Catalogues	12.4%	11.8%

Benchmark: Southern Ontario

* 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

Trade Area: Burlington - Burlington Downtown BIA

Household Population 18+: 22,789

ENVIRONICS ANALYTICS

FACEBOOK
76.5% currently use
Index: 98

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read news feed	41.4%	42.7%
Cmt/Like other users' posts	27.1%	27.6%
Use Messenger	23.0%	23.4%

■ Trade Area ■ Benchmark

TWITTER
28.5% currently use
Index:97

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read tweets	12.7%	14.2%
Watch videos	4.3%	6.4%
Tweet	4.0%	4.4%

■ Trade Area ■ Benchmark

INSTAGRAM
37.2% currently use
Index: 96

Top Activities (Daily)

Activity	Trade Area	Benchmark
View photos/videos	7.7%	8.5%
Like photos/videos	5.1%	6.7%
Comment on photos/videos	3.0%	3.8%

■ Trade Area ■ Benchmark

LINKEDIN
42.2% currently use
Index: 102

Top Activities (Weekly)

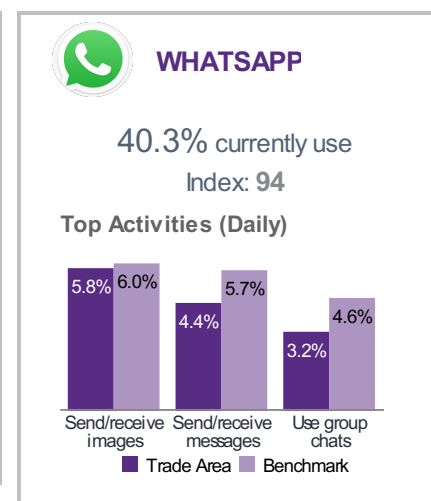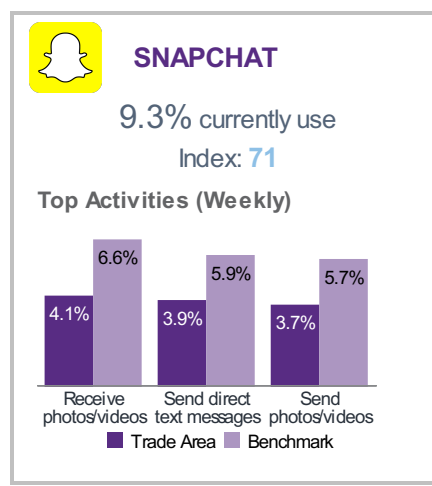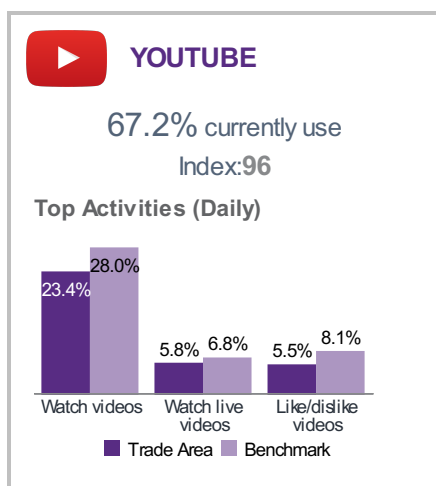| Activity	Trade Area	Benchmark
Read your newsfeed	4.0%	4.7%
Search and review other profiles	3.5%	3.6%
View a job posting	2.8%	3.9%

■ Trade Area ■ Benchmark

YOUTUBE
67.2% currently use
Index:96

Top Activities (Daily)

Activity	Trade Area	Benchmark
Watch videos	23.4%	28.0%
Watch live videos	5.8%	6.8%
Like/dislike videos	5.5%	8.1%

■ Trade Area ■ Benchmark

SNAPCHAT
9.3% currently use
Index: 71

Top Activities (Weekly)

Activity	Trade Area	Benchmark
Receive photos/videos	4.1%	6.6%
Send direct text messages	3.9%	5.9%
Send photos/videos	3.7%	5.7%

■ Trade Area ■ Benchmark

WHATSAPP
40.3% currently use
Index: 94

Top Activities (Daily)

Activity	Trade Area	Benchmark
Send/receive images	5.8%	6.0%
Send/receive messages	4.4%	5.7%
Use group chats	3.2%	4.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Trade Area: Burlington - Burlington Downtown BIA

Household Population 18+: 22,789

FRIENDS IN ALL SM NETWORKS

39.4%
Index:**111**

0-49 friends

FREQUENCY OF USE (DAILY)

56.3%
Index:**100**

Facebook

BRAND INTERACTION

31.1%
Index:**90**

Like brand on Facebook

NO. OF BRANDS INTERACTED

30.4%
Index:**99**

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
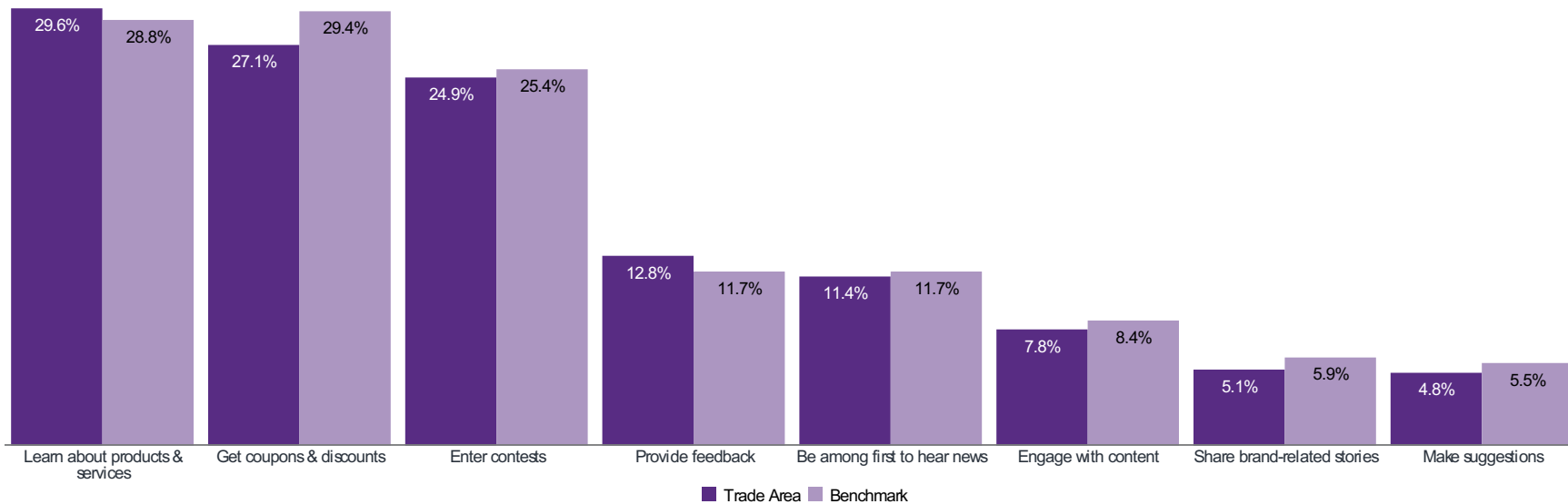
Bar chart comparing Trade Area and Benchmark:
- Learn about products & services: 29.6% / 28.8%
- Get coupons & discounts: 27.1% / 29.4%
- Enter contests: 24.9% / 25.4%
- Provide feedback: 12.8% / 11.7%
- Be among first to hear news: 11.4% / 11.7%
- Engage with content: 7.8% / 8.4%
- Share brand-related stories: 5.1% / 5.9%
- Make suggestions: 4.8% / 5.5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen and ranked by percent composition

Index Colours: | <80 | 80 - 110 | 110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Burlington Downtown BIA

Total Household Population 18+: 22,789

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

% Comp 90.3 **Index** 103

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

% Comp 45.6 **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 86.6 **Index** 103

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

% Comp 35.8 **Index** 87

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

% Comp 53.2 **Index** 94

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

% Comp 26.6 **Index** 88

Benchmark: Southern Ontario

Ranked by percent composition.

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.ca/Envision/About/1/2021)

| Index Colours: | <80 | 80 - 110 | 110+ |

21

Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Burlington Downtown BIA

Total Household Population 18+: 22,789

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)

Category	Trade Area	Benchmark
Automotive	17.5	20.1
Babies and children	10.9	12.9
Media	44.9	43.0
Clothing & Fashions	28.8	30.6
Home Electronics	41.8	41.8
Event tickets	53.1	50.3
Gift card/cert.	31.9	33.1
Groceries	15.8	16.7
Beauty & Cosmetics	16.7	18.4
Home & Garden	21.5	24.4
Financial products	30.7	30.3
Office supplies	33.7	34.7
Pets	12.0	15.3
Pharma.	26.7	26.9
Sporting goods	22.7	24.2
Vacation/travel	53.9	51.6
Food Home delivery svcs.	20.5	19.8
Wireless service providers	42.4	42.6
Insurance products	32.2	31.6
Online meal kits (e.g. Hello Fresh)	15.4	15.7
Govt. services	54.9	52.0

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.ca/Envision/About/1/2021)

Index Colours:	<80	80 - 110	110+

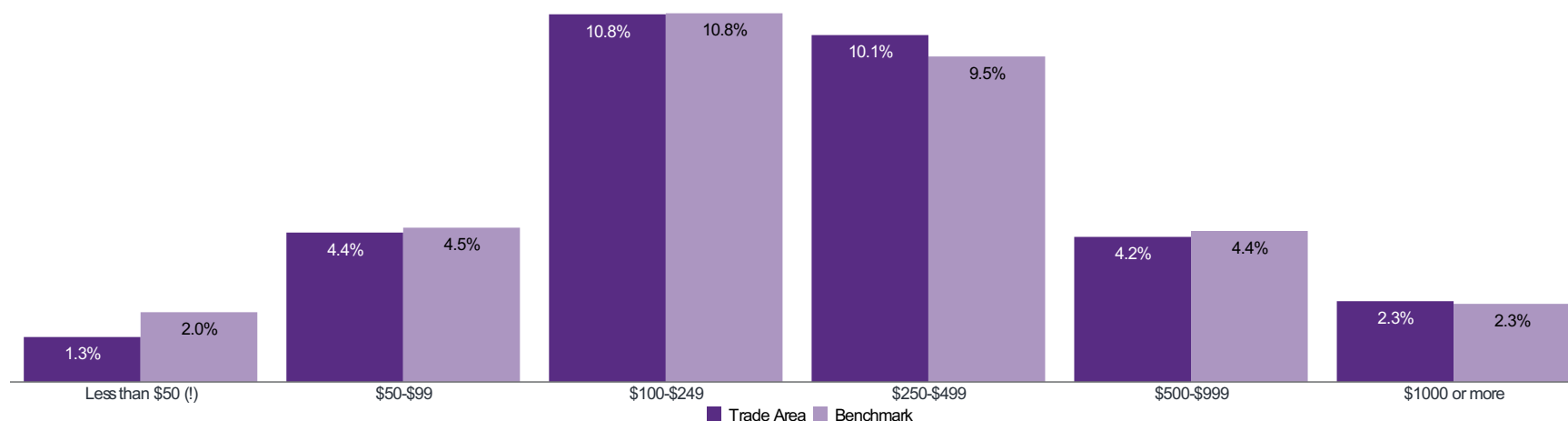# Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Burlington - Burlington Downtown BIA

Total Household Population 18+: 22,789

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	64.0% Index:104	36.4% Index:99	10.9% Index:88	2.0% Index:61
Purchase preference	78.2% Index:104	28.8% Index:94	8.1% Index:83	2.1% Index:82
Customer Service	66.8% Index:108	16.8% Index:94	4.8% Index:84	20.0% Index:92

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.3%	4.4%	10.8%	10.1%	4.2%	2.3%
Benchmark	2.0%	4.5%	10.8%	9.5%	4.4%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home Electronics & Computers Deep Dive

Trade Area: Burlington - Burlington Downtown BIA

Total Household Population 18+: 22,789

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	50.9% Index:101	55.3% Index:101	13.6% Index: 87	8.7% Index: 106
Purchase preference	69.5% Index: 102	41.8% Index:100	10.0% Index:91	5.7% Index: 89
Customer Service	58.1% Index:103	24.4% Index:98	6.6% Index: 89	37.7% Index: 102

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	4.1%	5.6%	6.2%	6.0%	6.4%
Benchmark	4.3%	6.4%	6.2%	6.1%	6.4%

■ Trade Area ■ Benchmark

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

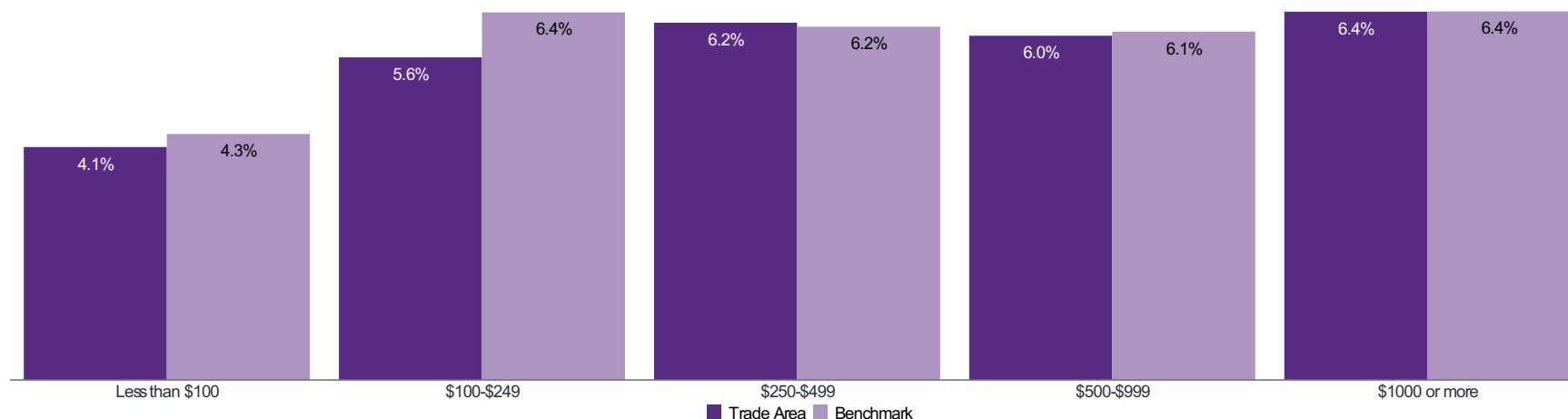| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive

Trade Area: Burlington - Burlington Downtown BIA

Total Household Population 18+: 22,789

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	49.5% Index:**104**	32.7% Index:**93**	9.7% Index:**88**	3.6% Index:**101**
Purchase preference	61.1% Index:**101**	31.9% Index:**96**	7.6% Index:**87**	2.0% Index:**65**
Customer Service	43.3% Index:**102**	19.3% Index:**94**	5.2% Index:**85**	27.6% Index:**100**

AMOUNT SPENT [PST 12 MTHS]

Amount	Trade Area	Benchmark
Less than $50	3.1%	3.3%
$50-$99	4.0%	5.3%
$100-$249	8.5%	8.3%
$250-$499	3.7%	3.8%
$500 or more	2.5%	1.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

25

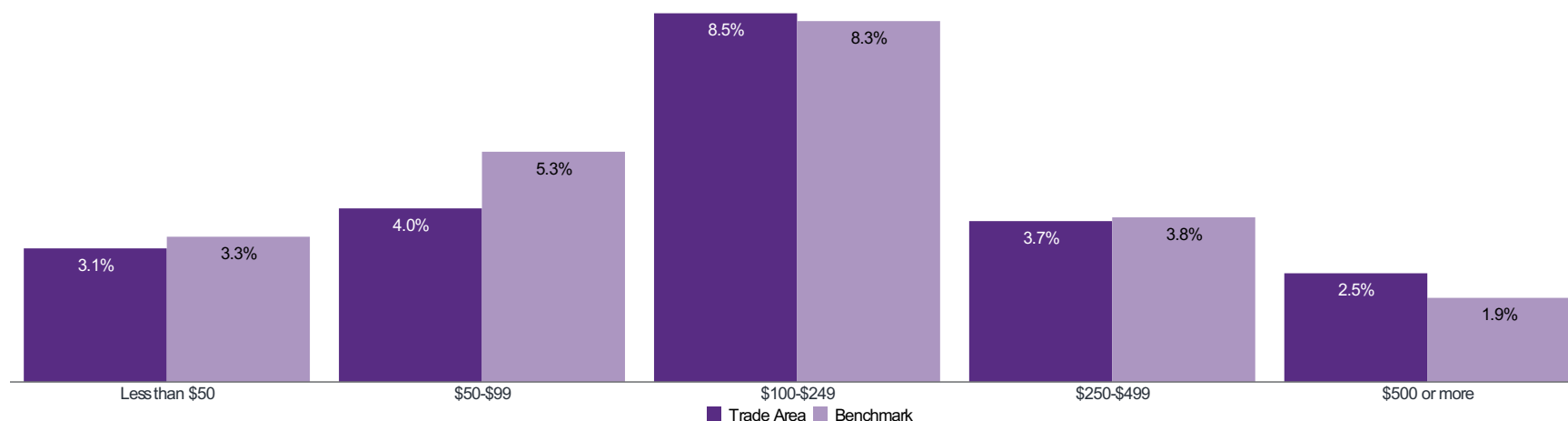# Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Burlington Downtown BIA

Total Household Population 18+: 22,789

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	73.8% Index:102	24.5% Index:99	10.0% Index:90	2.0% Index:73
Purchase preference	85.5% Index:102	15.8% Index:95	5.3% Index:85	0.9% Index:36
Customer Service	73.7% Index:105	10.1% Index:88	3.5% Index:89	18.0% Index:96

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.1%	1.2%	4.7%	4.1%	3.5%	6.9%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	6.9%

■ Trade Area ■ Benchmark

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

Index Colours:	<80	80 - 110	110+

26

Opticks eShopper | Beauty & Cosmetics Deep Dive

Trade Area: Burlington - Burlington Downtown BIA

Total Household Population 18+: 22,789

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	38.5% Index:109	22.2% Index:100	7.7% Index:94	2.4% Index:83
Purchase preference	47.4% Index:102	16.7% Index:91	5.7% Index:89	1.8% Index:79
Customer Service	39.6% Index:109	11.2% Index:89	3.3% Index:75	13.2% Index:90

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	2.2%	3.9%	5.3%	2.1%	1.4%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ Trade Area ■ Benchmark

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

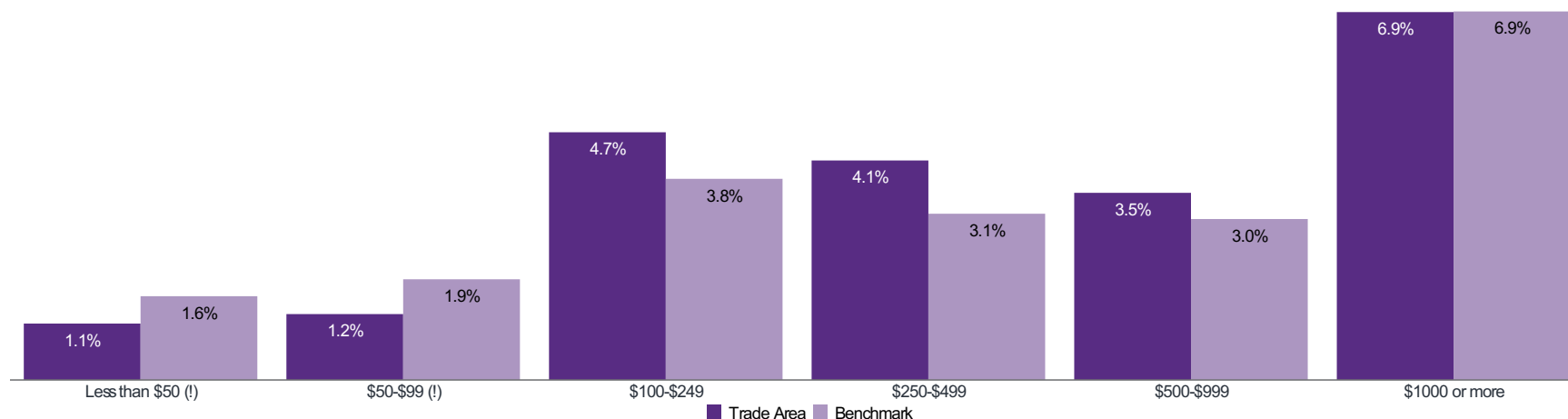| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home & Garden Deep Dive

Trade Area: Burlington - Burlington Downtown BIA

Total Household Population 18+: 22,789

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	46.5% Index:90	34.4% Index:91	8.8% Index:77	4.7% Index:82
Purchase preference	60.9% Index:89	21.5% Index:88	4.9% Index:71	2.1% Index:58
Customer Service	50.3% Index:93	12.9% Index:81	3.5% Index:74	19.3% Index:84

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.5%	3.1%	3.3%	2.6%	2.8%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

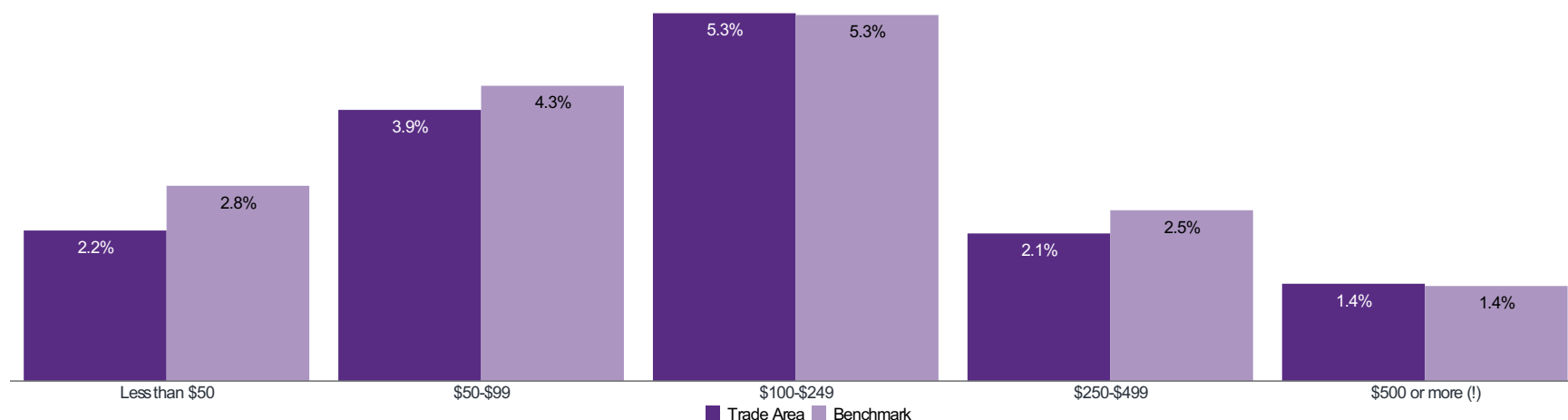# Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Burlington Downtown BIA

Total Household Population 18+: 22,789

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	39.7% Index:**102**	32.0% Index:**99**	8.7% Index:**83**	3.5% Index:**90**
Purchase preference	51.1% Index:**98**	22.7% Index:**94**	6.3% Index:**84**	2.6% Index:**86**
Customer Service	44.0% Index:**105**	12.6% Index:**83**	4.2% Index:**82**	19.7% Index:**96**

AMOUNT SPENT [PST 12 MTHS]
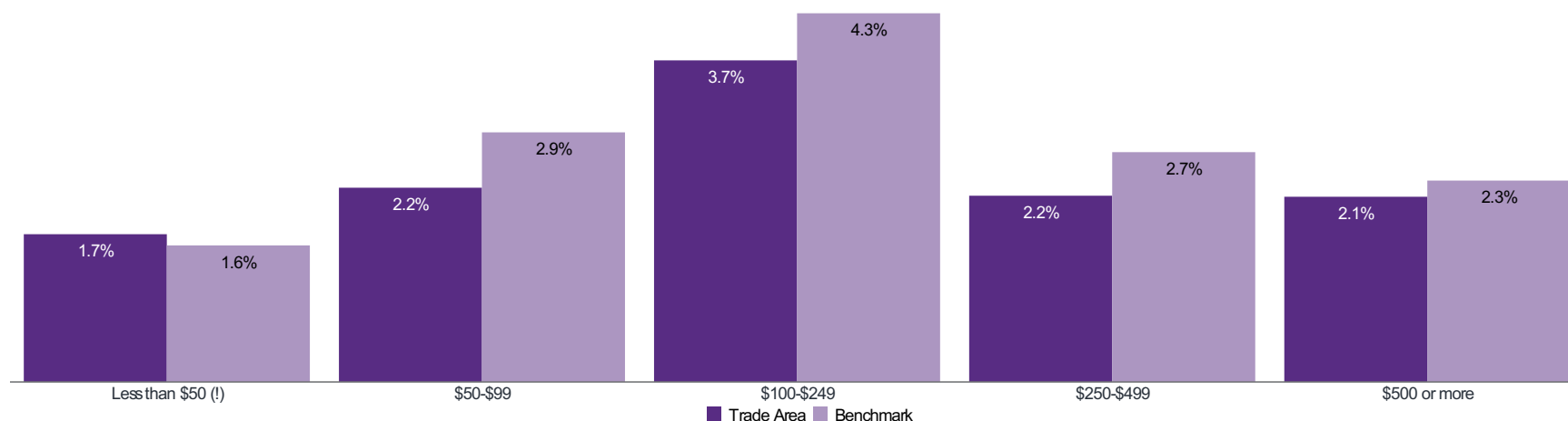
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.7%	2.2%	3.7%	2.2%	2.1%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ Trade Area ■ Benchmark

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

Index Colours:	<80	80 - 110	110+

29

Opticks eShopper | Vacation/Travel Deep Dive

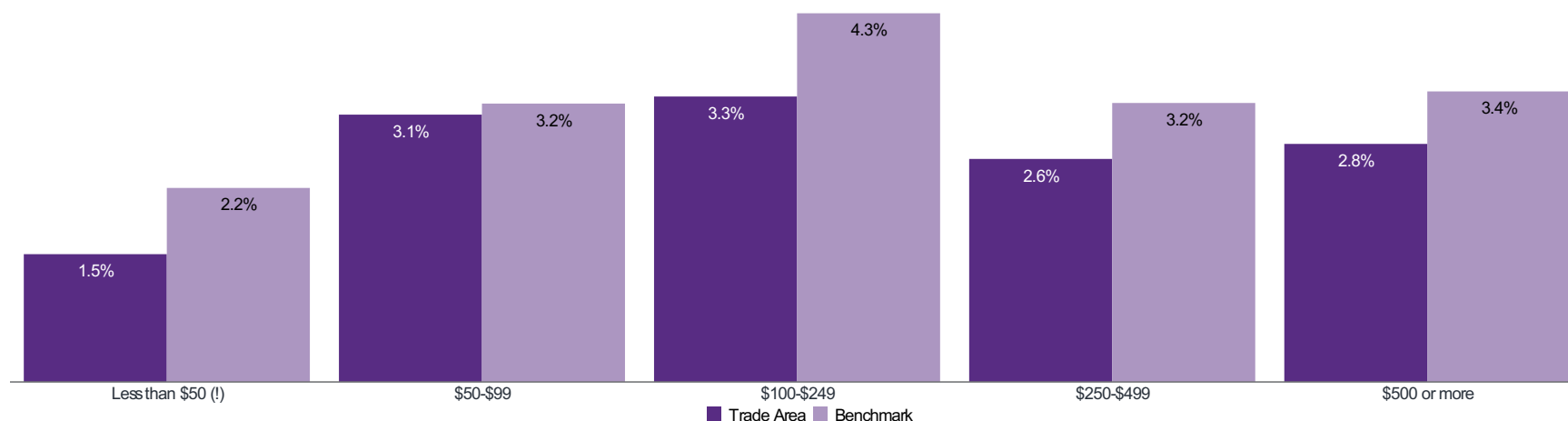**Trade Area:** Burlington - Burlington Downtown BIA

Total Household Population 18+: 22,789

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	19.9% Index:97	57.9% Index:100	14.3% Index:95	16.5% Index:102
Purchase preference	27.2% Index:94	53.9% Index:105	4.9% Index:90	18.4% Index:103
Customer Service	31.4% Index:108	28.6% Index:104	7.3% Index:105	45.4% Index:103

AMOUNT SPENT [PST 12 MTHS]
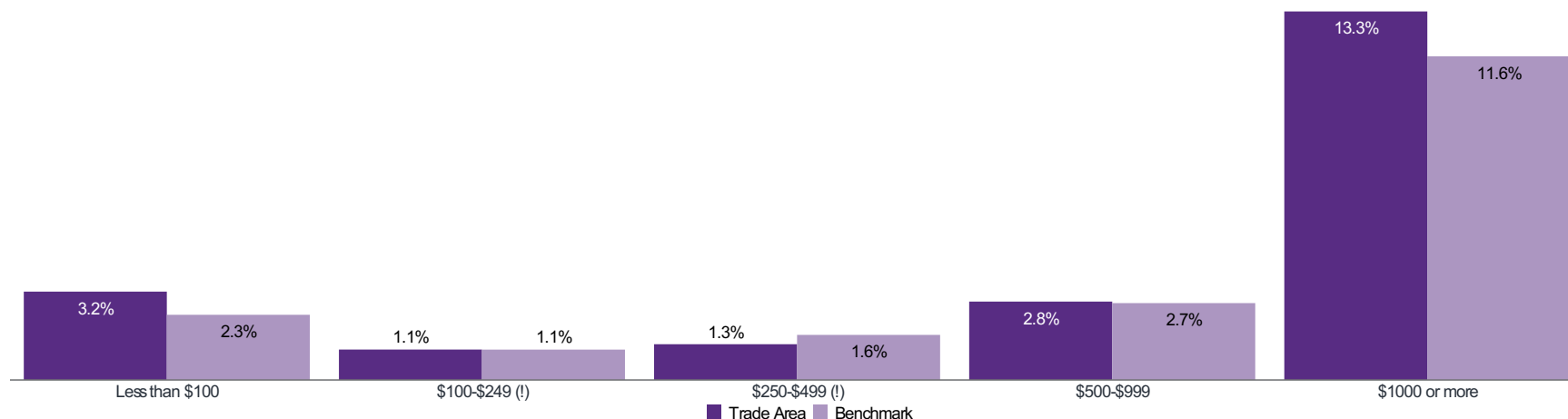
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	3.2%	1.1%	1.3%	2.8%	13.3%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

Legend: ■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Burlington - Burlington Downtown BIA

Households: 12,960

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY
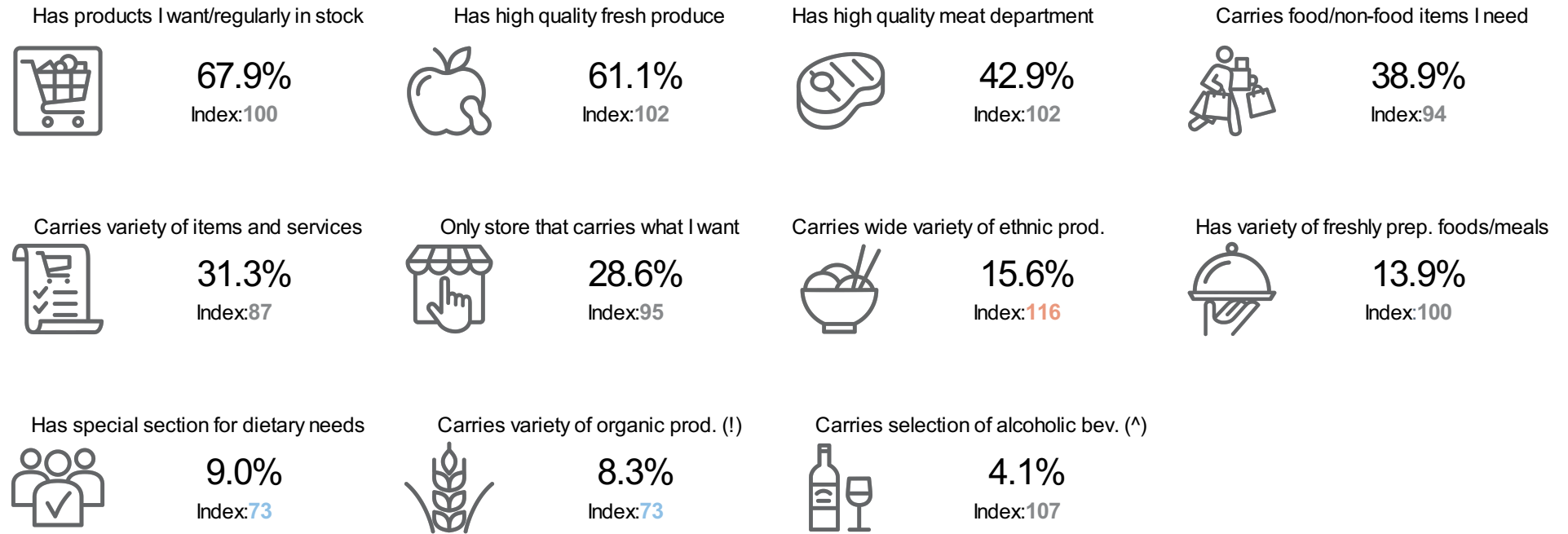
Has products I want/regularly in stock

67.9%
Index: **100**

Has high quality fresh produce

61.1%
Index: **102**

Has high quality meat department

42.9%
Index: **102**

Carries food/non-food items I need

38.9%
Index: **94**

Carries variety of items and services

31.3%
Index: **87**

Only store that carries what I want

28.6%
Index: **95**

Carries wide variety of ethnic prod.

15.6%
Index: **116**

Has variety of freshly prep. foods/meals

13.9%
Index: **100**

Has special section for dietary needs

9.0%
Index: **73**

Carries variety of organic prod. (!)

8.3%
Index: **73**

Carries selection of alcoholic bev. (^)

4.1%
Index: **107**

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Shopping Experience

Trade Area: Burlington - Burlington Downtown BIA

Households: 12,960

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me

59.0%

Index: **99**

Organized layout makes it easy to shop

41.9%

Index: **101**

Easy to get in and get out quickly

39.8%

Index: **93**

Staff are friendly and knowledgeable

33.7%

Index: **100**

Short checkout lines/fast checkout

33.3%

Index: **93**

Has extended hours

25.2%

Index: **92**

I like the store ambiance

20.1%

Index: **101**

Has self-checkout

12.8%

Index: **93**

Offers an online shopping option (!)

6.2%

Index: **70**

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Burlington - Burlington Downtown BIA

Households: 12,960

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Discover good value when shopping

63.5%
Index: **96**

Store has great sales and promotions

60.8%
Index: **90**

Store has the lowest prices overall

58.8%
Index: **101**

Store has a customer loyalty card program

45.8%
Index: **92**

I'm loyal to their store brands

22.1%
Index: **96**

Has loyalty prog. app and offers pers. promos

19.7%
Index: **67**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	43.3	40.2	0.3	108
Leave the store and buy it elsewhere	30.1	30.9	0.3	97
Purchase another brand	19.8	21.2	0.3	93
Purchase another size or variety of the same brand (!)	6.8	7.7	0.3	88

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 Burlington - Burlington Downtown BIA 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%	546,287	100%	2.83%	100	635,085	100%	3.29%	100	425,220	100%	2.20%	100	407,567	100%	2.11%	100	894,886	100%	4.64%	100
3525005	Hamilton, ON (C)	483,265	2.50%	142,071	26.01%	29.40%	1039	149,858	23.60%	31.01%	942	112,483	26.45%	23.28%	1057	109,444	26.85%	22.65%	1073	199,727	22.32%	41.33%	891
3524002	Burlington, ON (CY)	163,747	0.85%	109,003	19.95%	66.57%	2352	107,224	16.88%	65.48%	1990	94,208	22.16%	57.53%	2612	97,641	23.96%	59.63%	2824	123,701	13.82%	75.54%	1629
3520005	Toronto, ON (C)	2,568,898	13.31%	49,531	9.07%	1.93%	68	78,347	12.34%	3.05%	93	31,930	7.51%	1.24%	56	29,267	7.18%	1.14%	54	108,297	12.10%	4.22%	91
3521005	Mississauga, ON (CY)	642,951	3.33%	35,369	6.47%	5.50%	194	48,128	7.58%	7.49%	228	25,849	6.08%	4.02%	183	22,779	5.59%	3.54%	168	67,647	7.56%	10.52%	227
3524001	Oakville, ON (T)	174,424	0.90%	42,446	7.77%	24.34%	860	44,484	7.00%	25.50%	775	31,555	7.42%	18.09%	821	32,028	7.86%	18.36%	870	62,336	6.97%	35.74%	771
3521010	Brampton, ON (CY)	596,084	3.09%	17,145	3.14%	2.88%	102	23,057	3.63%	3.87%	118	12,757	3.00%	2.14%	97	10,345	2.54%	1.74%	82	36,126	4.04%	6.06%	131
3524009	Milton, ON (T)	106,330	0.55%	15,307	2.80%	14.40%	509	15,920	2.51%	14.97%	455	10,168	2.39%	9.56%	434	10,622	2.61%	9.99%	473	24,574	2.75%	23.11%	499
3526053	St. Catharines, ON (CY)	118,411	0.61%	11,786	2.16%	9.95%	352	11,984	1.89%	10.12%	308	9,006	2.12%	7.61%	345	8,527	2.09%	7.20%	341	20,051	2.24%	16.93%	365
3519028	Vaughan, ON (CY)	264,447	1.37%	4,924	0.90%	1.86%	66	8,025	1.26%	3.03%	92	3,458	0.81%	1.31%	59	3,161	0.78%	1.20%	57	11,215	1.25%	4.24%	91
3526043	Niagara Falls, ON (CY)	79,204	0.41%	6,289	1.15%	7.94%	281	6,681	1.05%	8.44%	256	4,638	1.09%	5.86%	266	4,175	1.02%	5.27%	250	11,121	1.24%	14.04%	303

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2019 Burlington - Burlington Downtown BIA 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
23,511	16,222	69.0	16,631	70.7	15,761	67.0	15,317	65.1	18,377	78.2

2019 Burlington - Burlington Downtown BIA 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	910,215	18,377	2.0	891,838	98.0

ENVIRONICS ANALYTICS

2020 Burlington - Burlington Downtown BIA 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%	339,208	100%	1.76%	100	513,663	100%	2.66%	100	400,116	100%	2.07%	100	350,613	100%	1.82%	100	743,148	100%	3.85%	100
3525005	Hamilton, ON (C)	483,265	2.50%	85,746	25.28%	17.74%	1010	116,843	22.75%	24.18%	909	98,246	24.55%	20.33%	981	93,190	26.58%	19.28%	1062	164,626	22.15%	34.07%	885
3524002	Burlington, ON (CY)	163,747	0.85%	83,011	24.47%	50.69%	2885	100,548	19.57%	61.40%	2307	93,315	23.32%	56.99%	2749	88,020	25.10%	53.75%	2959	116,537	15.68%	71.17%	1849
3520005	Toronto, ON (C)	2,568,898	13.31%	28,974	8.54%	1.13%	64	47,971	9.34%	1.87%	70	35,385	8.84%	1.38%	66	26,524	7.57%	1.03%	57	82,285	11.07%	3.20%	83
3521005	Mississauga, ON (CY)	642,951	3.33%	27,556	8.12%	4.29%	244	50,868	9.90%	7.91%	297	34,667	8.66%	5.39%	260	19,570	5.58%	3.04%	168	73,667	9.91%	11.46%	298
3524001	Oakville, ON (T)	174,424	0.90%	28,068	8.27%	16.09%	916	43,872	8.54%	25.15%	945	35,387	8.84%	20.29%	979	28,246	8.06%	16.19%	892	59,673	8.03%	34.21%	889
3521010	Brampton, ON (CY)	596,084	3.09%	10,123	2.98%	1.70%	97	20,714	4.03%	3.47%	131	13,097	3.27%	2.20%	106	8,815	2.51%	1.48%	81	31,581	4.25%	5.30%	138
3524009	Milton, ON (T)	106,330	0.55%	9,019	2.66%	8.48%	483	15,888	3.09%	14.94%	562	11,138	2.78%	10.48%	505	8,322	2.37%	7.83%	431	23,383	3.15%	21.99%	571
3526053	St. Catharines, ON (CY)	118,411	0.61%	6,590	1.94%	5.57%	317	8,912	1.73%	7.53%	283	6,593	1.65%	5.57%	269	7,701	2.20%	6.50%	358	14,736	1.98%	12.44%	323
3530013	Kitchener, ON (CY)	212,928	1.10%	3,102	0.91%	1.46%	83	6,387	1.24%	3.00%	113	3,295	0.82%	1.55%	75	3,220	0.92%	1.51%	83	9,842	1.32%	4.62%	120
3519028	Vaughan, ON (CY)	264,447	1.37%	2,782	0.82%	1.05%	60	5,451	1.06%	2.06%	77	3,846	0.96%	1.45%	70	2,262	0.65%	0.86%	47	8,746	1.18%	3.31%	86

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2020 Burlington - Burlington Downtown BIA 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
23,511	15,171	64.5	14,319	60.9	15,070	64.1	14,726	62.6	17,998	76.6

2020 Burlington - Burlington Downtown BIA 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	749,185	17,998	2.4	731,187	97.6

ENVIRONICS ANALYTICS

2021 Burlington - Burlington Downtown BIA 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%	350,302	100%	1.81%	100	591,558	100%	3.06%	100	460,675	100%	2.39%	100	360,106	100%	1.87%	100	824,239	100%	4.27%	100
3525005	Hamilton, ON (C)	483,265	2.50%	73,904	21.10%	15.29%	843	120,480	20.37%	24.93%	813	107,384	23.31%	22.22%	931	85,460	23.73%	17.68%	948	161,471	19.59%	33.41%	782
3524002	Burlington, ON (CY)	163,747	0.85%	83,497	23.84%	50.99%	2810	111,772	18.89%	68.26%	2227	106,827	23.19%	65.24%	2734	92,027	25.56%	56.20%	3013	120,080	14.57%	73.33%	1717
3520005	Toronto, ON (C)	2,568,898	13.31%	31,571	9.01%	1.23%	68	62,184	10.51%	2.42%	79	40,468	8.78%	1.58%	66	31,630	8.78%	1.23%	66	98,720	11.98%	3.84%	90
3521005	Mississauga, ON (CY)	642,951	3.33%	33,073	9.44%	5.14%	283	58,312	9.86%	9.07%	296	32,766	7.11%	5.10%	214	32,668	9.07%	5.08%	272	88,434	10.73%	13.75%	322
3524001	Oakville, ON (T)	174,424	0.90%	30,825	8.80%	17.67%	974	54,008	9.13%	30.96%	1010	45,142	9.80%	25.88%	1084	32,248	8.96%	18.49%	991	68,782	8.34%	39.43%	923
3521010	Brampton, ON (CY)	596,084	3.09%	13,294	3.79%	2.23%	123	22,154	3.74%	3.72%	121	12,115	2.63%	2.03%	85	11,887	3.30%	1.99%	107	37,064	4.50%	6.22%	146
3524009	Milton, ON (T)	106,330	0.55%	12,336	3.52%	11.60%	639	20,663	3.49%	19.43%	634	12,064	2.62%	11.35%	475	9,648	2.68%	9.07%	486	28,214	3.42%	26.53%	621
3526053	St. Catharines, ON (CY)	118,411	0.61%	4,928	1.41%	4.16%	229	7,801	1.32%	6.59%	215	7,531	1.63%	6.36%	266	5,870	1.63%	4.96%	266	14,500	1.76%	12.25%	287
3519028	Vaughan, ON (CY)	264,447	1.37%	8,602	2.46%	3.25%	179	6,091	1.03%	2.30%	75	2,141	0.46%	0.81%	34	5,610	1.56%	2.12%	114	12,927	1.57%	4.89%	114
3530013	Kitchener, ON (CY)	212,928	1.10%	2,641	0.75%	1.24%	68	6,046	1.02%	2.84%	93	3,679	0.80%	1.73%	72	2,878	0.80%	1.35%	72	9,544	1.16%	4.48%	105

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2021 Burlington - Burlington Downtown BIA 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
23,511	14,542	61.9	13,146	55.9	13,381	56.9	15,546	66.1	16,164	68.8

2021 Burlington - Burlington Downtown BIA 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	834,243	16,164	1.9	818,079	98.1

Customers: Burlington_Burlington Downtown BIA - FY 2021: Sum_Unique_Visitors

Total Customers: 685,678

Top 5 segments represent 34.8% of customers in Southern Ontario

---

08 MULTICULTURE-ISH
S2 UPSCALE SUBURBAN DIVERSITY   LARGE DIVERSE FAMILIES F2
Upscale, multi-ethnic suburban families

Rank:	1
Customers:	66,414
Customers %:	9.69
% in Benchmark:	5.19
Index:	187

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.

---

23 MID-CITY MELLOW
U2 URBAN OLDER   OLDER FAMILIES & EMPTY NESTS M1
Older and mature city homeowners

Rank:	2
Customers:	50,752
Customers %:	7.40
% in Benchmark:	4.63
Index:	160

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, Portugese, 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).

---

05 FIRST-CLASS FAMILIES
S1 SUBURBAN ELITE   LARGE DIVERSE FAMILIES F2
Large, well-off suburban families

Rank:	3
Customers:	48,591
Customers %:	7.09
% in Benchmark:	4.16
Index:	170

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.

---

15 SOUTH ASIAN ENTERPRISE
U4 URBAN DIVERSITY   LARGE DIVERSE FAMILIES F2
Urban, upper-middle-income South Asian Families

Rank:	4
Customers:	40,262
Customers %:	5.87
% in Benchmark:	5.76
Index:	102

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.

---

11 MODERN SUBURBIA
S2 UPSCALE SUBURBAN DIVERSITY   YOUNG FAMILIES Y3
Multi-ethnic younger and middle-aged suburbanites

Rank:	5
Customers:	32,572
Customers %:	4.75
% in Benchmark:	3.30
Index:	144

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia who arrived in their 20s and 30s and have recently moved to new suburbs near large cities like Toronto, Edmonton, Calgary, Ottawa and Vancouver. More than half the population identify as visible minorities: More than twice the national average identify as Asian, and nearly three times the average identify as South Asian. With their university and college educations, they earn upper-middle-class incomes from a wide range of jobs that afford them new single-family, semi-detached or row houses. And few segments are more mobile: the number of residents who have moved in the last five years is nearly 70 percent above average. Modern Suburbia members have crafted active lifestyles for their relatively large families and participate in many team sports, including basketball and hockey. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums, admitting that Attraction for Crowds is among their strongest values.

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+