

Community Profile: Burlington – Fairview 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 - Fairview Retail Corridor
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Fairview Retail Corridor

POPULATION

34,975

HOUSEHOLDS

14,524

MEDIAN MAINTAINER AGE

56

Index: 104

MARITAL STATUS



55.6%

Index: 96

Married/Common-Law

FAMILY STATUS*

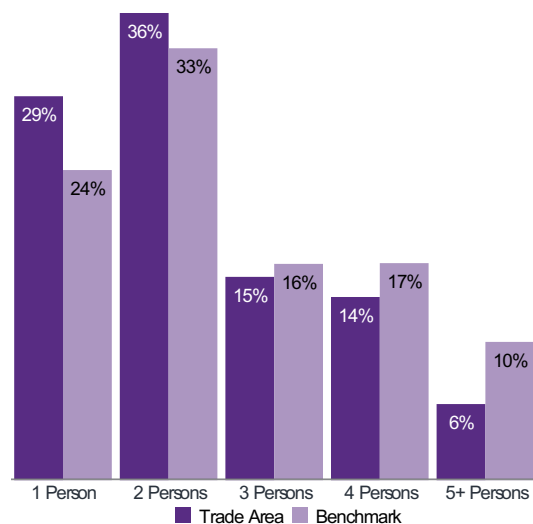


18.0%

Index: 114

Total Lone-Parent Families

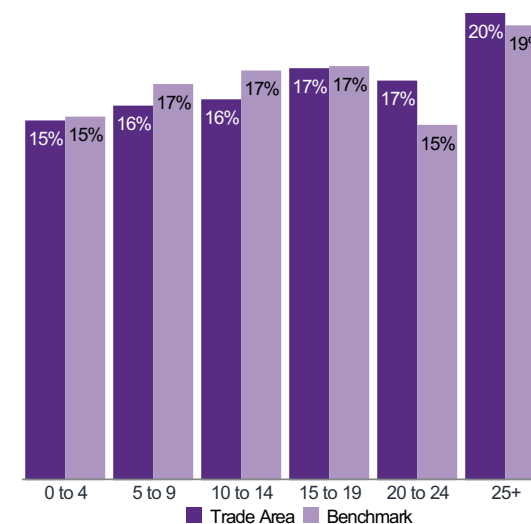
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	1,544	4.4	87
5 to 9	1,582	4.5	84
10 to 14	1,649	4.7	83
15 to 19	1,840	5.3	89
20 to 24	2,085	6.0	89
25 to 29	2,433	7.0	99
30 to 34	2,501	7.2	107
35 to 39	2,177	6.2	96
40 to 44	1,982	5.7	92
45 to 49	2,229	6.4	102
50 to 54	2,378	6.8	104
55 to 59	2,530	7.2	100
60 to 64	2,324	6.6	99
65 to 69	1,953	5.6	99
70 to 74	1,873	5.4	112
75 to 79	1,532	4.4	133
80 to 84	1,148	3.3	150
85+	1,216	3.5	157

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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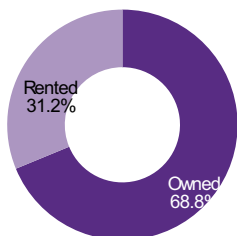
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Fairview Retail Corridor

Population: 34,975 | Households: 14,524

TENURE



STRUCTURE TYPE



Houses

72.0%

Index: 93



Apartments

27.7%

Index: 125

AGE OF HOUSING*

40 - 59 Years Old

% Comp: 47.1 Index: 192

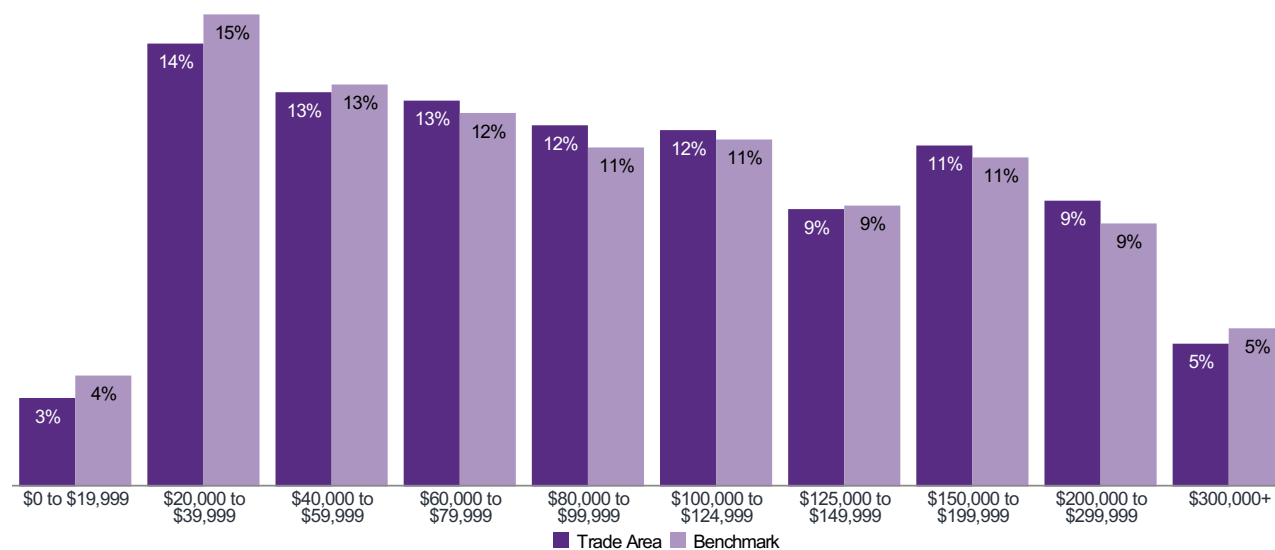
AVERAGE HOUSEHOLD INCOME



\$114,420

Index: 99

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Fairview Retail Corridor

Population: 34,975 | Households: 14,524

EDUCATION



28.6%

Index:108

University Degree

LABOUR FORCE PARTICIPATION



65.9%

Index:101

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



36.9%

Index:102

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

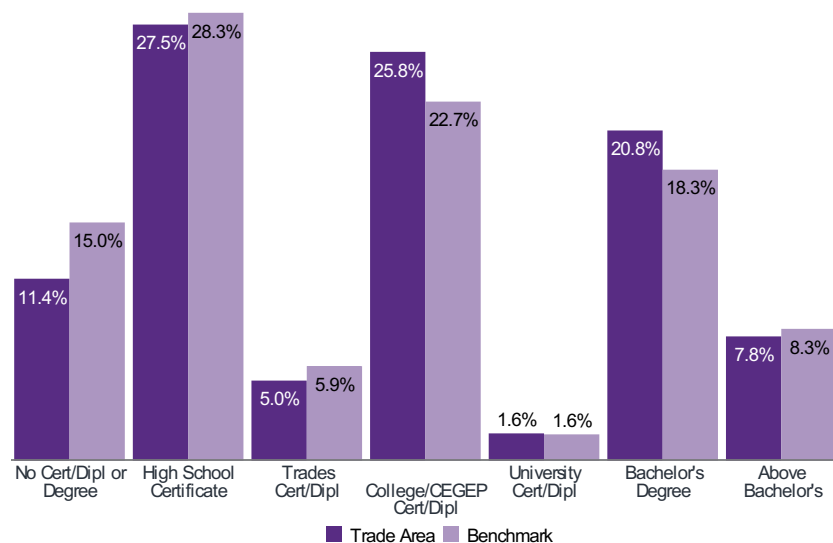


5.0%

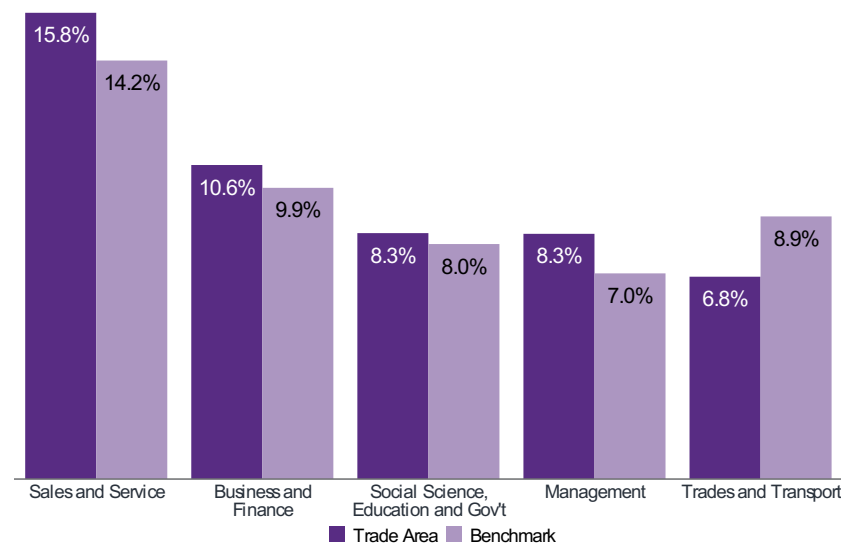
Index:114

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+
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Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Fairview Retail Corridor

Population: 34,975 | Households: 14,524

ABORIGINAL IDENTITY



1.4%

Index:59

VISIBLE MINORITY PRESENCE



15.4%

Index:53

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



0.9%

Index:43

No knowledge of
English or French

IMMIGRATION



22.4%

Index:85

Born outside Canada

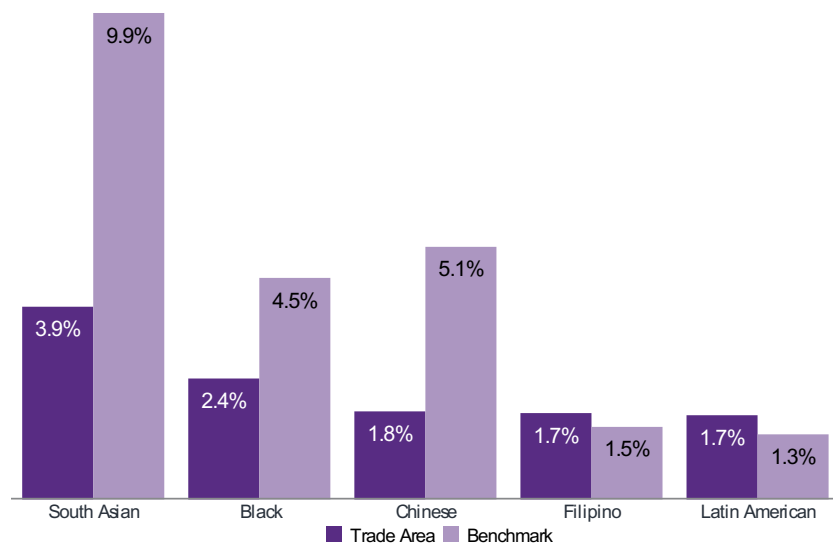
PERIOD OF IMMIGRATION*

Before 2001

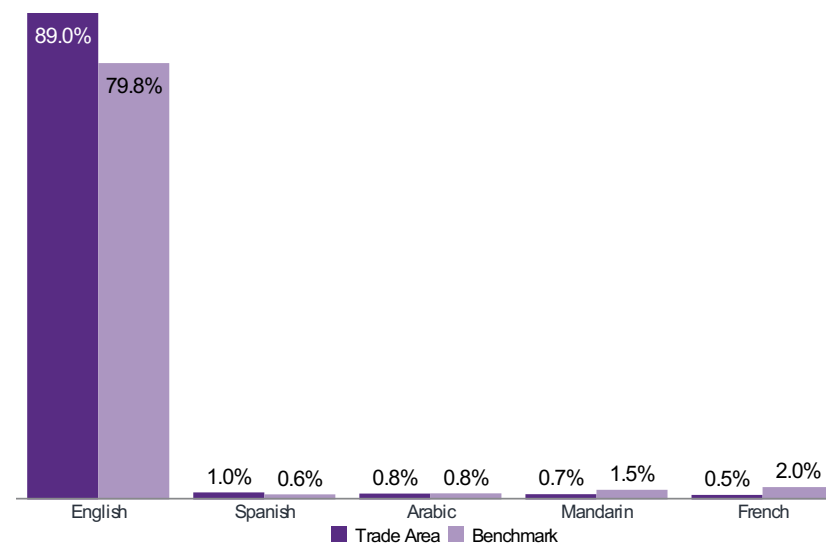
13.5%

Index:96

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

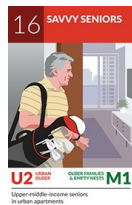
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Top 5 segments represent **62.2%** of households in Burlington - Fairview Retail Corridor



Rank: 1
Hhlds: 3,408
Hhld %: 23.46
% in Benchmark: 3.11
Index: 755

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: 2
Hhlds: 2,256
Hhld %: 15.53
% in Benchmark: 4.40
Index: 353

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).



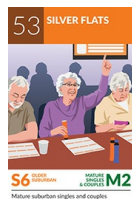
Rank: 3
Hhlds: 1,603
Hhld %: 11.04
% in Benchmark: 3.77
Index: 293

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 new comers, 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: 4
Hhlds: 976
Hhld %: 6.72
% in Benchmark: 2.25
Index: 298

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).



Rank: 5
Hhlds: 794
Hhld %: 5.46
% in Benchmark: 1.63
Index: 334

Silver Flats is the oldest segment, a collection of suburban neighbourhoods found mostly around large and midsize cities. Home to a mix of third- and second-generation Canadians, nearly half the maintainer population is over 65 years old and two-thirds are retired. No segment has a greater concentration of widows and widowers: 15 percent, or three times the national average. While incomes are downscale, many Silver Flats households are financially sound thanks to modest pensions, government transfers and tidy nest eggs. In their apartments and condos, they enjoy quiet hobbies like reading books, bird-watching, knitting, making crafts and collecting coins and stamps. They can afford to go to sporting events to watch professional baseball, football and golf. And many like to keep fit, taking fitness classes, rowing and fitness walking. With their advancing age, many Silver Flats members make an Effort Toward Health so they can enjoy their retirement years. They also score high for the value Propriety, reflected in their courteous and respectful attitude towards others.

Psychographics | SocialValues Overview

Trade Area: Burlington - Fairview Retail Corridor



Strong Values

Values	Index
Emotional Control	112
Ethical Consumerism	112
Fulfilment Through Work	112
Ecological Concern	110
Rejection of Inequality	110
Culture Sampling	109
Rejection of Orderliness	109
Flexible Families	108
Introspection & Empathy	107
Cultural Assimilation	106



Descriptions | Top 3 Strong Values

Emotional Control

Desire to live in a cool and controlled way. Also, a tendency to be guided less by one's emotions, feelings and intuition than by reason and logic. No great tendency to explore emotion-based experiences.

Ethical Consumerism

Willingness to base consumer decisions on the perceived ethics of the company making the product (e.g., whether management treats employees fairly, co-operates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new social concerns.

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.



Weak Values

Values	Index
Attraction to Nature	81
Patriarchy	84
Enthusiasm for Technology	87
Acceptance of Violence	88
Sexism	88
Penchant for Risk	89
Social Darwinism	89
Anomie-Aimlessness	90
Consumption Evangelism	90
Utilitarian Consumerism	90



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.

Patriarchy

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

Enthusiasm for Technology

Favourable bias toward technology. Tendency to be fascinated with the possibilities offered by modern technology; to believe that technology is the best tool for facing today's world, one that helps us adapt and respond to the demands of daily life. People who are strong on this construct have great confidence that science and technology can better their lives.

Financial and Expenditure Overview

Financial | WealthScapes Overview

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Trade Area: Burlington - Fairview Retail Corridor

WealthScapes Households: 14,453

INCOME*

Household Income

\$ 115,190

Index: 99

Household Disposable Income

\$ 89,639

Index: 98

Household Discretionary Income

\$ 64,847

Index: 101

Annual RRSP Contributions

\$ 3,976

Index: 111

WEALTH*



Net Worth

% Holders

99.8% Index: 100

Balance

\$771,387

Index: 105

ASSETS*



Savings

% Holders

95.2% Index: 100

Balance

\$87,980

Index: 115



Investments

% Holders

64.6% Index: 108

Balance

\$375,742

Index: 111



Unlisted Shares

% Holders

13.7% Index: 111

Balance

\$329,282

Index: 104



Real Estate

% Holders

70.9% Index: 93

Balance

\$726,529

Index: 97



Liquid Assets

% Holders

98.3% Index: 100

Balance

\$393,086

Index: 119

DEBT*



Consumer Debt

% Holders

92.3% Index: 102

Balance

\$58,565

Index: 88



Mortgage Debt

% Holders

41.5% Index: 90

Balance

\$294,457

Index: 99

FINANCIAL RATIO



Debt:Asset

% Holders

0.19% Index: 88

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 - Fairview Retail Corridor

WealthScapes Households: 14,453

FINANCIAL RATIOS*



Debt: Asset

0.19

Index: 88



Debt: Liquid Assets

0.46

Index: 75



Consumer Debt - Discr. Income

0.83

Index: 89



Savings - Investments

0.59

Index: 98



Pension - Non-Pension Assets

0.23

Index: 106



Real Estate Assets - Liq. Assets

1.33

Index: 76



Mortgage - Real Estate Assets

0.24

Index: 98



Mortgage - Consumer Debt

2.26

Index: 99

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Fairview Retail Corridor

Households: 14,524

Total Aggregate Current Consumption: \$1,116,697,429

Average Current Consumption

\$76,886

Index 94

Average Household Income










\$113,646

Index 99

Average Disposable Income

\$87,510

Index 97

 <p>Shelter</p> <p>Avg. Dollars/Household \$19,294 Index 92</p> <p>Pct. of Total Expenditure 25.1% Index 98</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$12,685 Index 92</p> <p>Pct. of Total Expenditure 16.5% Index 98</p>	 <p>Food</p> <p>Avg. Dollars/Household \$12,668 Index 99</p> <p>Pct. of Total Expenditure 16.5% Index 105</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$5,297 Index 92</p> <p>Pct. of Total Expenditure 6.9% Index 98</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$4,927 Index 103</p> <p>Pct. of Total Expenditure 6.4% Index 109</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$4,843 Index 89</p> <p>Pct. of Total Expenditure 6.3% Index 94</p>
 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$3,689 Index 93</p> <p>Pct. of Total Expenditure 4.8% Index 98</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$3,382 Index 95</p> <p>Pct. of Total Expenditure 4.4% Index 101</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$3,347 Index 101</p> <p>Pct. of Total Expenditure 4.4% Index 107</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 - Fairview Retail Corridor

Households: 14,524

Average Household Income

\$113,646

Index: 99

Average Food Expenditure

\$12,668

Index: 99

Average Spend on Food from Restaurants

\$4,041









Index: 100

Average Spend on Food from Stores

\$8,627

Index: 98

Total Aggregate Food Expenditure: \$ 183,991,571

 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
\$897	10.4%	\$512	5.9%	\$1,083	12.6%
Index: 103	Index: 104	Index: 100	Index: 102	Index: 99	Index: 100
 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
\$905	10.5%	\$1,291	15.0%	\$1,567	18.2%
Index: 98	Index: 99	Index: 101	Index: 102	Index: 100	Index: 101
 Fish & Seafood		 Beverages & Other Food			
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure		
\$270	3.1%	\$2,101	24.4%		
Index: 92	Index: 93	Index: 95	Index: 97		

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 - Fairview Retail Corridor

Household Population 14+: 29,977

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	8.9	11.0	81
Going to restaurants, bars or night clubs	54.6	55.1	99
Having physical Contact with family and friends	61.7	57.7	107
Participating in group activities	39.2	38.7	101
Partying	12.3	15.8	78
Seeing family and friends in person	67.4	62.8	107
Entertainment			
Attending events, festivals or concerts	40.5	42.9	95
Attending sports events (excludes professional sports)	15.4	18.2	85
Attending to professional sports events or games	24.5	25.4	97
Going to the movies	45.1	45.7	99
Movement & Travel			
Driving more	15.4	16.1	96
Shopping in-store	42.9	42.9	100
Spending time outdoors	27.8	32.5	86
Travelling outside of Canada/ abroad	54.5	53.2	102
Travelling within Canada	49.6	49.9	100
Using public transit	11.8	13.7	86
Personal			
Getting back to old habits	35.4	36.2	98
Going to a salon, barber shop or spa	36.5	33.7	108
Going to the gym	20.3	22.6	90
Education/Work			
Children going back to school	16.5	20.3	81
Going back to work	16.4	17.6	93
Other			
Not Stated	0.3	0.6	46

Benchmark: Southern Ontario

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(Base used for Index calculations)

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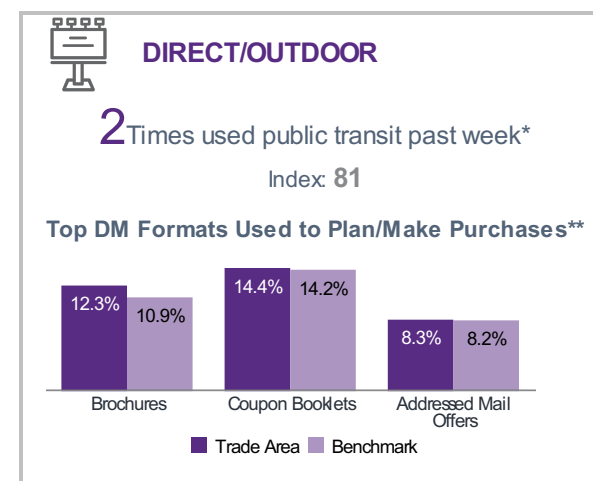
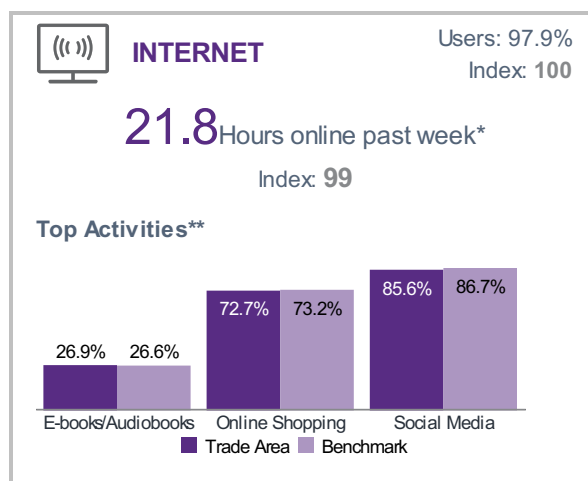
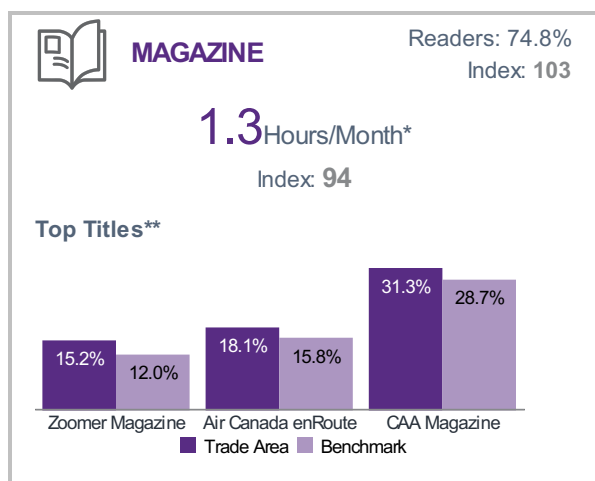
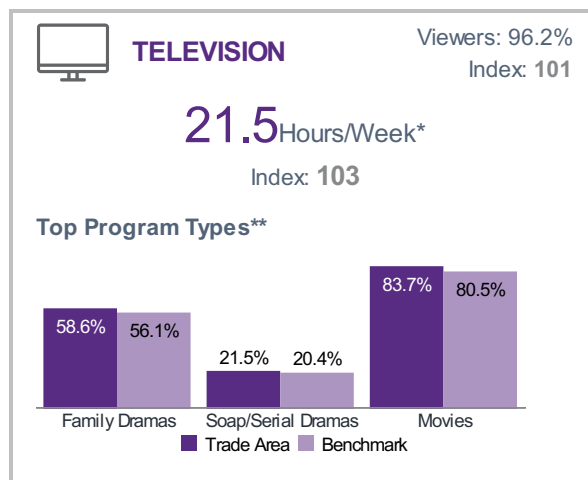
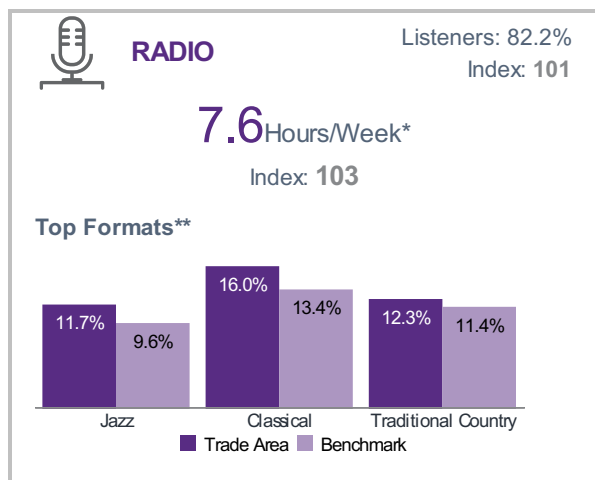
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
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Trade Area: Burlington - Fairview Retail Corridor

Household Population 14+: 29,977



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

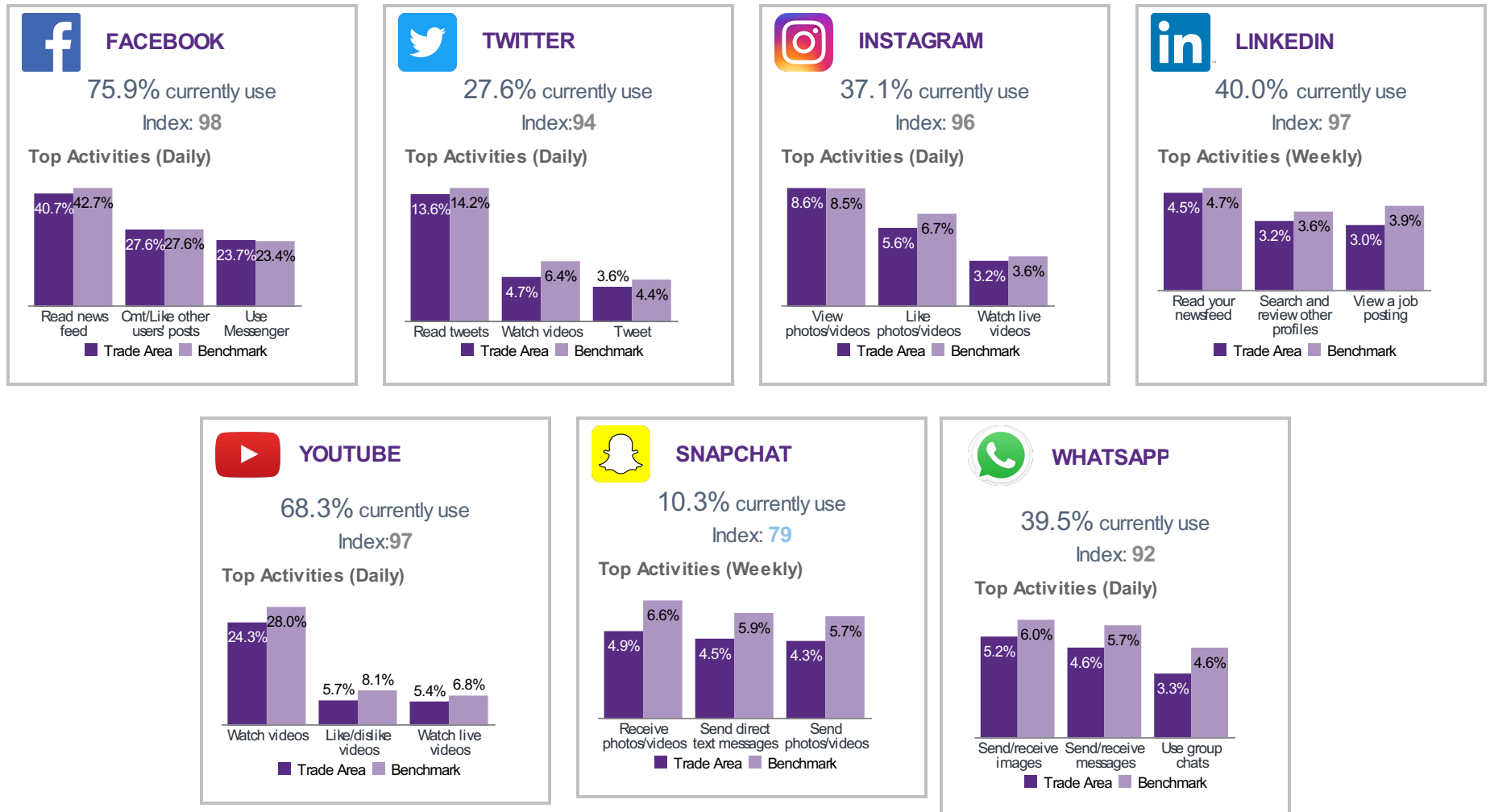
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Fairview Retail Corridor

Household Population 18+: 28,489



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 - Fairview Retail Corridor

Household Population 18+: 28,489

FRIENDS IN ALL SM NETWORKS



39.1%

Index: 110

0-49 friends

FREQUENCY OF USE (DAILY)



55.1%

Index: 98

Facebook

BRAND INTERACTION



31.8%

Index: 93

Like brand on Facebook

NO. OF BRANDS INTERACTED

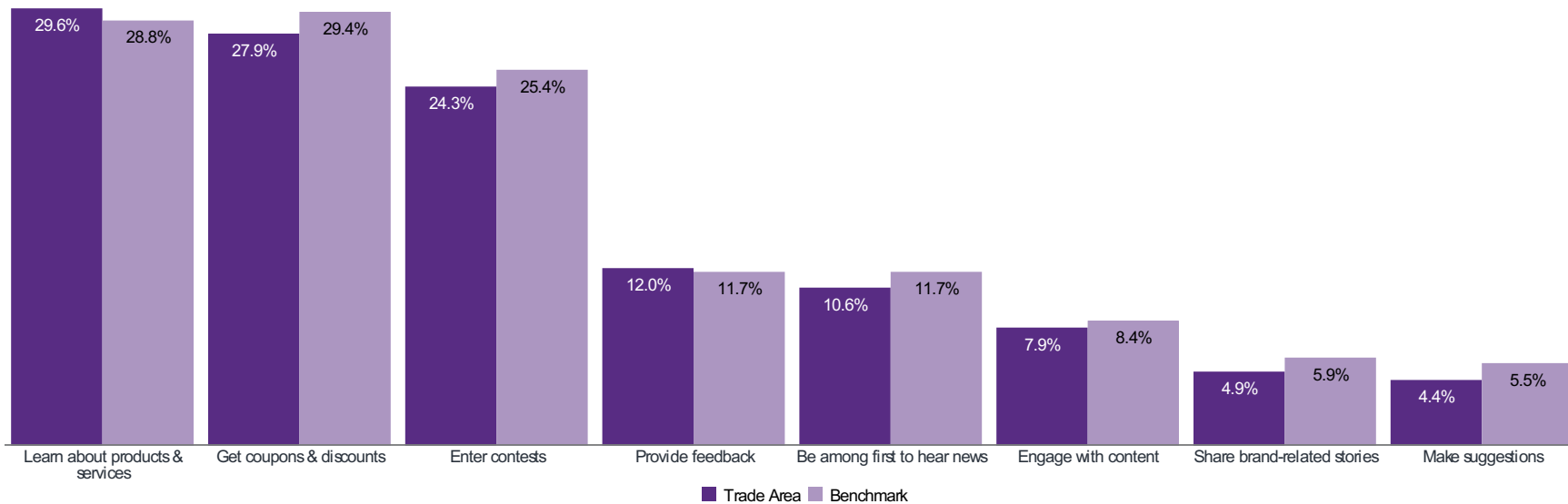


30.6%

Index: 100

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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 - Fairview Retail Corridor

Total Household Population 18+:28,489



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

% Comp 89.3 Index 102



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

% Comp 46.6 Index 96



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

% Comp 86.4 Index 103



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

% Comp 37.5 Index 91



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

% Comp 54.5 Index 96



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

% Comp 27.5 Index 91

Benchmark: Southern Ontario

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Ranked by percent composition.

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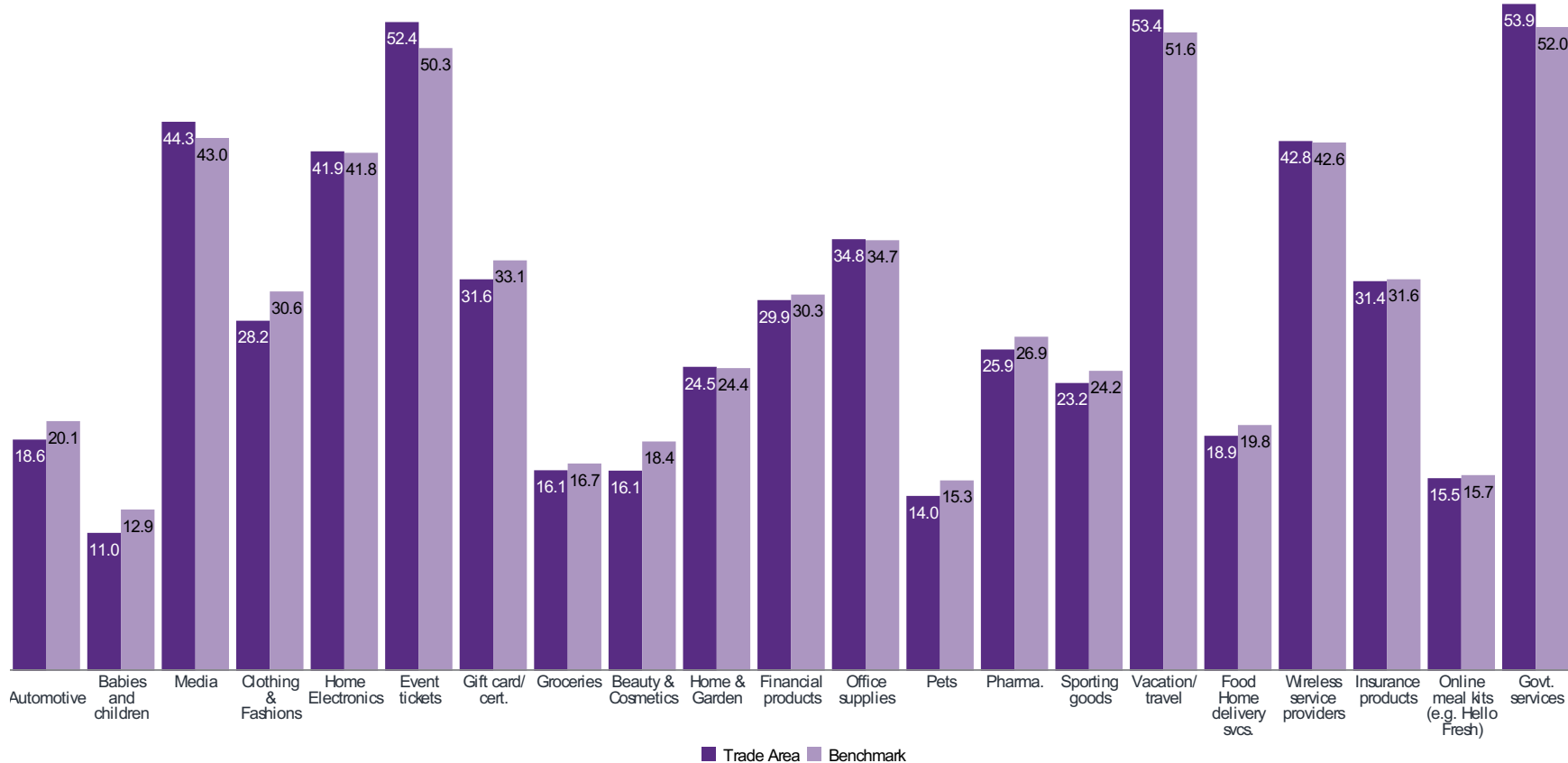
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Fairview Retail Corridor

Total Household Population 18+:28,489

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

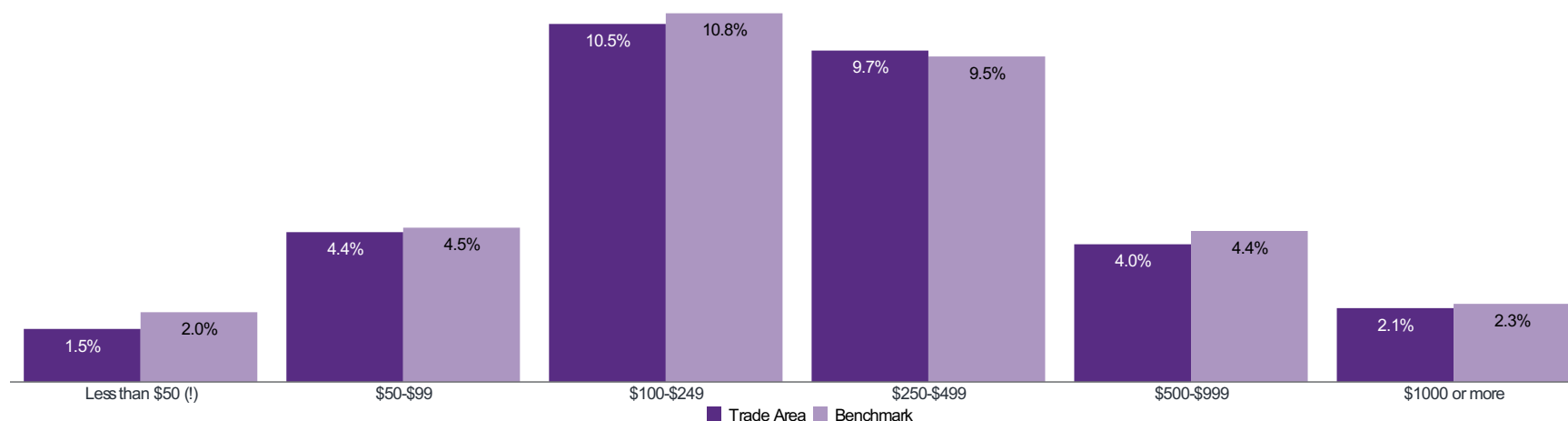
Trade Area: Burlington - Fairview Retail Corridor

Total Household Population 18+: 28,489

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	63.8% Index:104	34.8% Index:94	10.1% Index:82	1.9% Index:60
Purchase preference	78.5% Index:104	28.2% Index:92	7.6% Index:78	2.4% Index:93
Customer Service	67.0% Index:108	15.5% Index:87	4.8% Index:84	20.2% 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

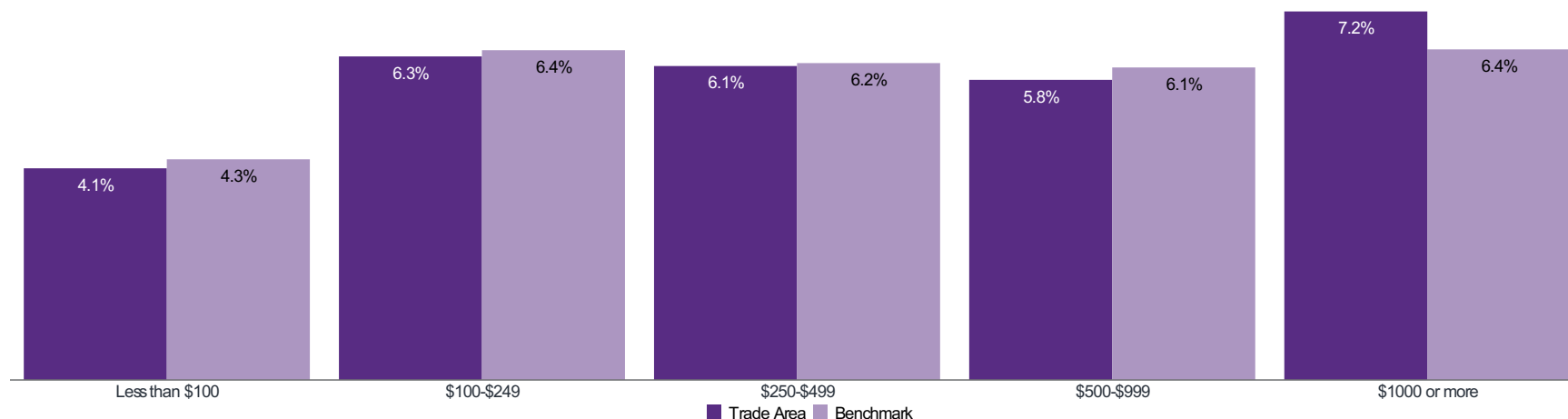
Trade Area: Burlington - Fairview Retail Corridor

Total Household Population 18+: 28,489

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	50.3% Index:100	56.7% Index:104	13.6% Index: 87	8.2% Index: 100
Purchase preference	70.5% Index: 103	41.9% Index:100	9.9% Index:90	6.0% Index: 94
Customer Service	59.4% Index:105	24.2% Index:97	6.5% Index: 88	37.3% Index: 101

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

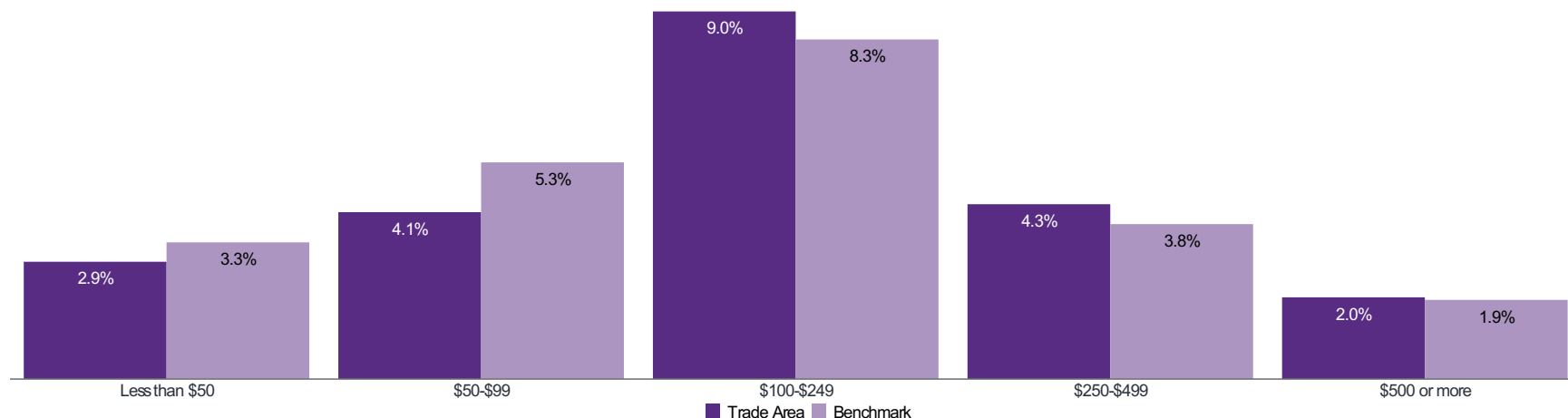
Trade Area: Burlington - Fairview Retail Corridor

Total Household Population 18+: 28,489

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	49.4% Index:104	33.1% Index:94	9.9% Index:89	3.5% Index:98
Purchase preference	61.9% Index:103	31.6% Index:95	7.5% Index:86	2.5% Index:80
Customer Service	44.4% Index:105	19.1% Index:93	5.3% Index:88	27.7% Index:100

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

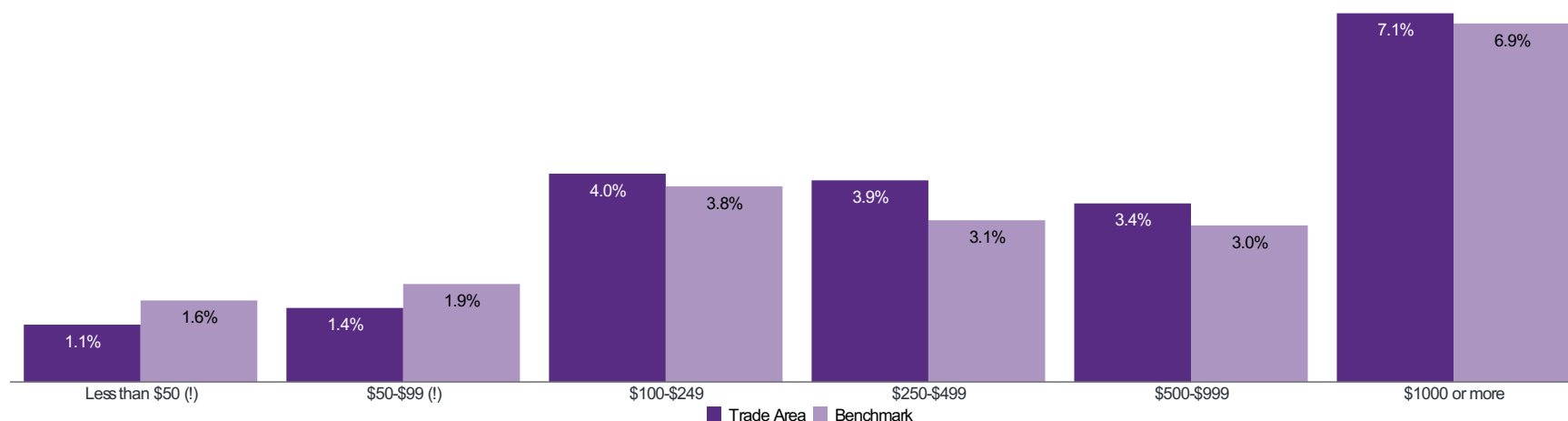
Trade Area: Burlington - Fairview Retail Corridor

Total Household Population 18+: 28,489

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	73.4% Index:102	24.6% Index:100	9.9% Index:89	2.0% Index:73
Purchase preference	85.8% Index:103	16.1% Index:97	5.2% Index:84	1.3% Index:51
Customer Service	74.0% Index:106	10.2% Index:89	3.5% Index:88	17.7% Index:94

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

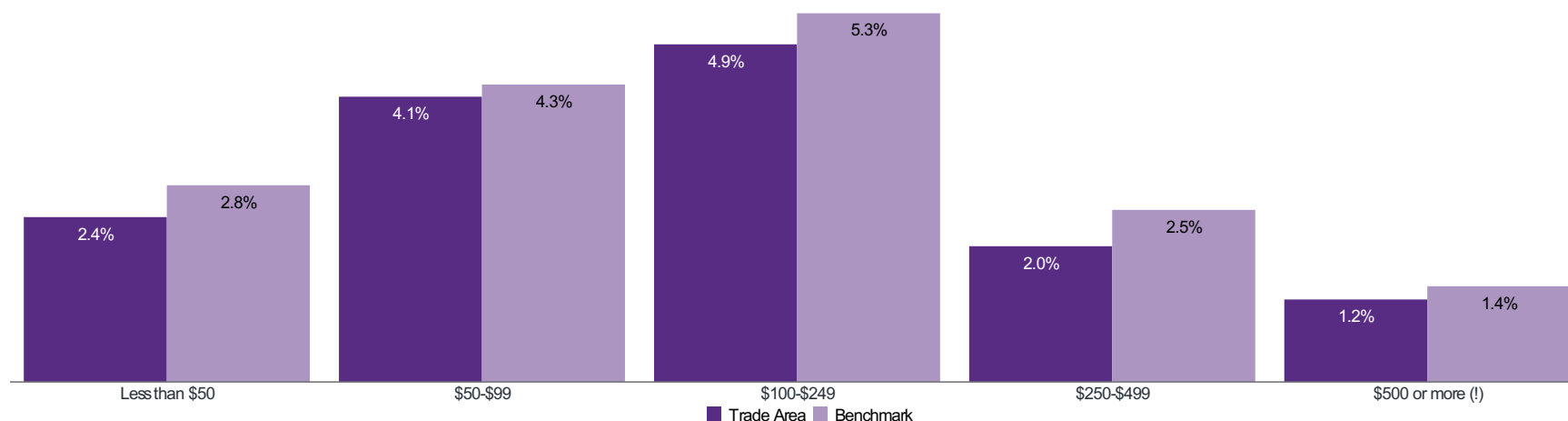
Trade Area: Burlington - Fairview Retail Corridor

Total Household Population 18+: 28,489

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	36.2% Index:102	19.9% Index:90	7.0% Index:85	2.1% Index:75
Purchase preference	45.1% Index:98	16.1% Index:87	5.2% Index:82	1.5% Index:65
Customer Service	37.2% Index:103	10.7% Index:85	3.3% Index:77	13.9% Index:95

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

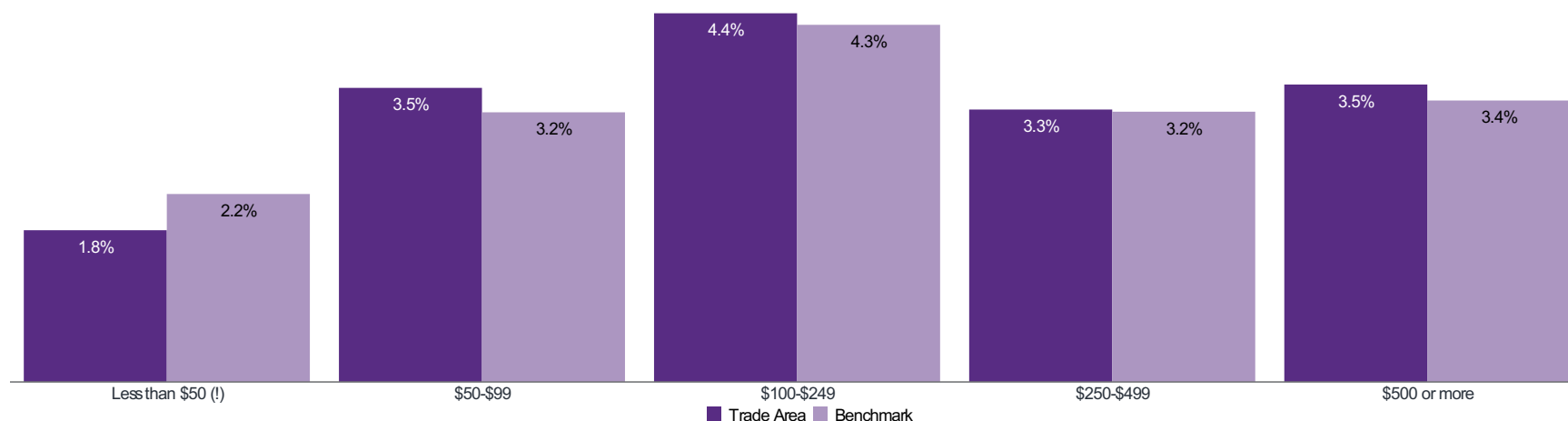
Trade Area: Burlington - Fairview Retail Corridor

Total Household Population 18+: 28,489

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	51.5% Index:99	38.4% Index:101	10.4% Index:92	4.6% Index:80
Purchase preference	68.5% Index:100	24.5% Index:100	5.7% Index:82	2.9% Index:81
Customer Service	56.1% Index:104	14.3% Index:89	3.8% Index:80	22.4% Index:98

AMOUNT SPENT [PST 12 MTHS]



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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

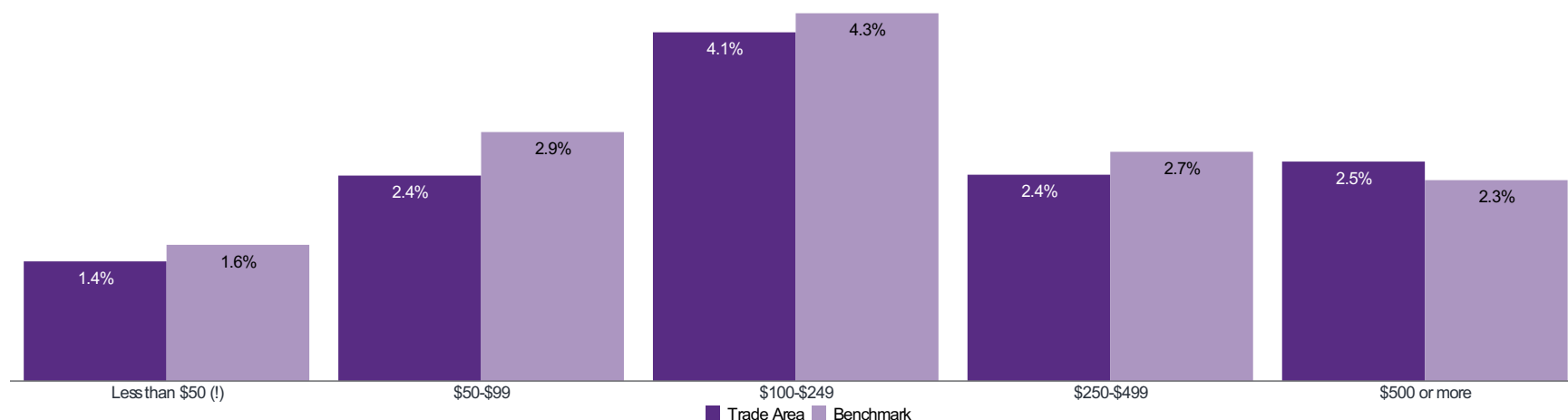
Trade Area: Burlington - Fairview Retail Corridor

Total Household Population 18+: 28,489

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	40.2% Index:103	32.8% Index:102	9.5% Index:90	3.8% Index:97
Purchase preference	52.6% Index:101	23.2% Index:96	6.7% Index:89	2.7% Index:89
Customer Service	44.6% Index:107	13.5% Index:89	4.1% Index:80	20.8% Index:102

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

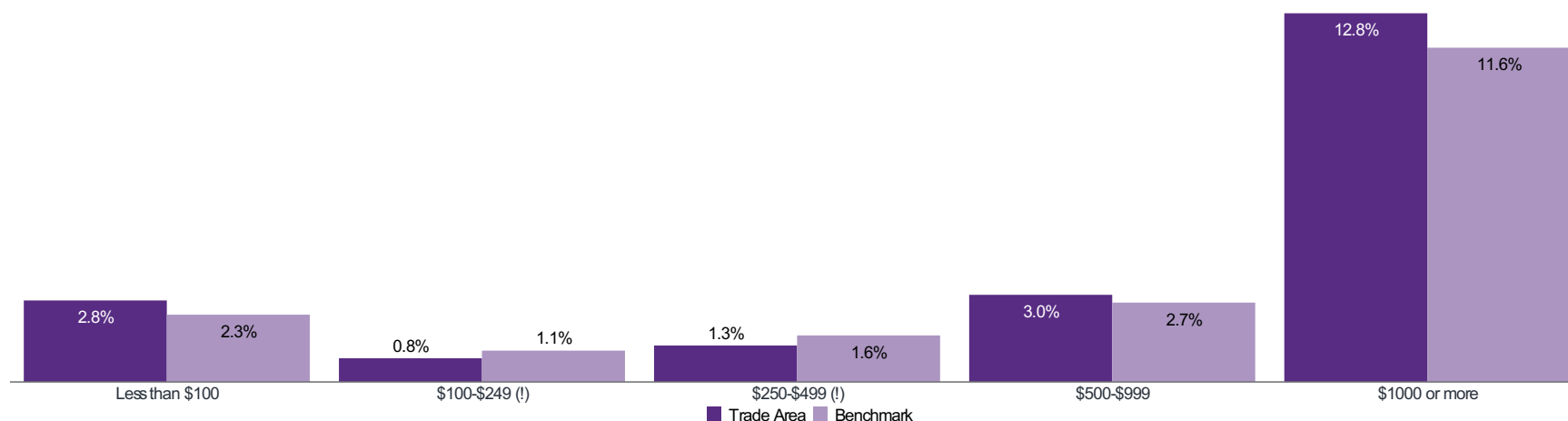
Trade Area: Burlington - Fairview Retail Corridor

Total Household Population 18+: 28,489

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	19.6% Index:95	59.3% Index:102	14.0% Index:93	15.8% Index:98
Purchase preference	27.7% Index:96	53.4% Index:104	5.7% Index:92	19.3% Index:108
Customer Service	31.3% Index:107	28.0% Index:102	6.6% Index:95	45.5% Index:104

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 - Fairview Retail Corridor

Households: 14,524

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



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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ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: Burlington - Fairview Retail Corridor

Households: 14,524

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



58.4%

Index: 98

Easy to get in and get out quickly



40.6%

Index: 95

Organized layout makes it easy to shop



40.1%

Index: 96

Short checkout lines/fast checkout



33.4%

Index: 94

Staff are friendly and knowledgeable



30.6%

Index: 91

Has extended hours



24.4%

Index: 89

I like the store ambiance



19.3%

Index: 97

Has self-checkout



11.6%

Index: 85

Offers an online shopping option (!)



7.4%

Index: 83

Benchmark: Southern Ontario

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(^) Represents extremely 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 - Fairview Retail Corridor

Households: 14,524

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



63.6%

Index: 94

Discover good value when shopping



63.0%

Index: 95

Store has the lowest prices overall



56.0%

Index: 97

Store has a customer loyalty card program



48.4%

Index: 98

Has loyalty prog. app and offers pers. promos



23.8%

Index: 81

I'm loyal to their store brands



22.3%

Index: 97

OUT OF STOCK ITEM

	% Base	% Pen	Index	
Psychographics - Shopping Preferences				
Postpone the purchase	41.9	40.2	0.4	104
Leave the store and buy it elsewhere	30.7	30.9	0.4	99
Purchase another brand	20.6	21.2	0.3	97
Purchase another size or variety of the same brand (!)	6.7	7.7	0.3	87

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 - Fairview 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%	756,376	100%	3.92%	100	768,392	100%	3.98%	100	629,994	100%	3.26%	100	634,830	100%	3.29%	100	1,156,659	100%	5.99%	100
3525005	Hamilton, ON (C)	483,265	2.50%	177,077	23.41%	36.64%	935	174,601	22.72%	36.13%	908	149,205	23.68%	30.87%	946	150,924	23.77%	31.23%	950	234,395	20.26%	48.50%	809
3524002	Burlington, ON (CY)	163,747	0.85%	131,882	17.44%	80.54%	2055	126,129	16.41%	77.03%	1935	127,526	20.24%	77.88%	2386	125,331	19.74%	76.54%	2327	139,093	12.03%	84.94%	1418
3520005	Toronto, ON (C)	2,568,898	13.31%	69,835	9.23%	2.72%	69	76,930	10.01%	2.99%	75	54,131	8.59%	2.11%	65	52,476	8.27%	2.04%	62	131,604	11.38%	5.12%	85
3521005	Mississauga, ON (CY)	642,951	3.33%	49,317	6.52%	7.67%	196	53,707	6.99%	8.35%	210	39,902	6.33%	6.21%	190	38,631	6.09%	6.01%	183	84,202	7.28%	13.10%	219
3524001	Oakville, ON (T)	174,424	0.90%	62,551	8.27%	35.86%	915	58,268	7.58%	33.41%	839	55,109	8.75%	31.59%	968	54,066	8.52%	31.00%	942	82,590	7.14%	47.35%	790
3521010	Brampton, ON (CY)	596,084	3.09%	25,881	3.42%	4.34%	111	28,368	3.69%	4.76%	120	19,609	3.11%	3.29%	101	19,180	3.02%	3.22%	98	47,638	4.12%	7.99%	133
3524009	Milton, ON (T)	106,330	0.55%	25,981	3.43%	24.43%	624	24,431	3.18%	22.98%	577	22,052	3.50%	20.74%	635	22,101	3.48%	20.79%	632	38,266	3.31%	35.99%	601
3526053	St. Catharines, ON (CY)	118,411	0.61%	15,767	2.08%	13.32%	340	16,619	2.16%	14.03%	353	11,997	1.90%	10.13%	310	12,636	1.99%	10.67%	324	27,130	2.35%	22.91%	382
3539036	London, ON (CY)	349,526	1.81%	8,840	1.17%	2.53%	65	8,920	1.16%	2.55%	64	7,549	1.20%	2.16%	66	9,372	1.48%	2.68%	82	20,973	1.81%	6.00%	100
3529006	Brantford, ON (CY)	85,464	0.44%	11,977	1.58%	14.01%	358	11,175	1.45%	13.08%	328	8,633	1.37%	10.10%	309	9,447	1.49%	11.05%	336	18,241	1.58%	21.34%	356

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Burlington - Fairview 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
29,656	25,358	85.5	24,065	81.1	25,686	86.6	23,926	80.7	27,072	91.3

2019 Burlington - Fairview Retail Corridor Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polyzon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	1,179,953	27,072	2.3	1,152,881	97.7

2020 Burlington - Fairview 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%	383,170	100%	1.99%	100	579,588	100%	3.00%	100	555,231	100%	2.88%	100	513,676	100%	2.66%	100	886,534	100%	4.59%	100
3525005	Hamilton, ON (C)	483,265	2.50%	86,073	22.46%	17.81%	897	126,216	21.78%	26.12%	870	119,318	21.49%	24.69%	858	118,541	23.08%	24.53%	922	185,074	20.88%	38.30%	834
3524002	Burlington, ON (CY)	163,747	0.85%	112,909	29.47%	68.95%	3474	122,697	21.17%	74.93%	2496	121,893	21.95%	74.44%	2588	117,339	22.84%	71.66%	2693	130,594	14.73%	79.75%	1736
3520005	Toronto, ON (C)	2,568,898	13.31%	29,047	7.58%	1.13%	57	56,114	9.68%	2.18%	73	52,775	9.51%	2.05%	71	43,844	8.54%	1.71%	64	103,204	11.64%	4.02%	87
3524001	Oakville, ON (T)	174,424	0.90%	36,234	9.46%	20.77%	1047	57,606	9.94%	33.03%	1100	58,819	10.59%	33.72%	1172	50,550	9.84%	28.98%	1089	79,297	8.94%	45.46%	990
3521005	Mississauga, ON (CY)	642,951	3.33%	25,453	6.64%	3.96%	199	43,154	7.45%	6.71%	224	51,745	9.32%	8.05%	280	31,545	6.14%	4.91%	184	78,943	8.90%	12.28%	267
3521010	Brampton, ON (CY)	596,084	3.09%	11,436	2.98%	1.92%	97	19,843	3.42%	3.33%	111	20,183	3.64%	3.39%	118	13,335	2.60%	2.24%	84	36,007	4.06%	6.04%	132
3524009	Milton, ON (T)	106,330	0.55%	11,621	3.03%	10.93%	551	22,137	3.82%	20.82%	693	21,169	3.81%	19.91%	692	16,305	3.17%	15.33%	576	34,156	3.85%	32.12%	699
3526053	St. Catharines, ON (CY)	118,411	0.61%	5,052	1.32%	4.27%	215	7,330	1.26%	6.19%	206	6,537	1.18%	5.52%	192	9,265	1.80%	7.82%	294	14,527	1.64%	12.27%	267
3529006	Brantford, ON (CY)	85,464	0.44%	4,459	1.16%	5.22%	263	6,778	1.17%	7.93%	264	6,758	1.22%	7.91%	275	6,893	1.34%	8.06%	303	12,121	1.37%	14.18%	309
3530010	Cambridge, ON (CY)	114,129	0.59%	3,110	0.81%	2.73%	137	5,920	1.02%	5.19%	173	4,598	0.83%	4.03%	140	4,706	0.92%	4.12%	155	9,969	1.12%	8.73%	190

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Burlington - Fairview 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
29,656	24,265	81.8	23,520	79.3	24,088	81.2	22,801	76.9	25,501	86.0

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

Year	Total Visitors in Main Street Polyzon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	894,093	25,501	2.9	868,592	97.1

2021 Burlington - Fairview 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%	406,652	100%	2.11%	100	831,244	100%	4.31%	100	759,392	100%	3.93%	100	537,382	100%	2.78%	100	1,102,160	100%	5.71%	100
3525005	Hamilton, ON (C)	483,265	2.50%	79,340	19.51%	16.42%	779	156,736	18.86%	32.43%	753	147,363	19.41%	30.49%	775	110,949	20.65%	22.96%	825	188,334	17.09%	38.97%	683
3520005	Toronto, ON (C)	2,568,898	13.31%	35,760	8.79%	1.39%	66	105,164	12.65%	4.09%	95	83,476	10.99%	3.25%	83	49,662	9.24%	1.93%	69	154,361	14.01%	6.01%	105
3524002	Burlington, ON (CY)	163,747	0.85%	98,235	24.16%	59.99%	2848	126,403	15.21%	77.19%	1793	122,919	16.19%	75.07%	1908	123,432	22.97%	75.38%	2708	127,608	11.58%	77.93%	1365
3521005	Mississauga, ON (CY)	642,951	3.33%	33,628	8.27%	5.23%	248	76,460	9.20%	11.89%	276	58,432	7.69%	9.09%	231	49,256	9.17%	7.66%	275	109,725	9.96%	17.07%	299
3524001	Oakville, ON (T)	174,424	0.90%	40,093	9.86%	22.99%	1091	82,433	9.92%	47.26%	1097	84,853	11.17%	48.65%	1237	57,109	10.63%	32.74%	1176	94,348	8.56%	54.09%	947
3521010	Brampton, ON (CY)	596,084	3.09%	15,611	3.84%	2.62%	124	31,814	3.83%	5.34%	124	25,864	3.41%	4.34%	110	20,234	3.77%	3.39%	122	51,411	4.66%	8.62%	151
3524009	Milton, ON (T)	106,330	0.55%	17,813	4.38%	16.75%	795	33,682	4.05%	31.68%	736	33,363	4.39%	31.38%	798	20,419	3.80%	19.20%	690	44,551	4.04%	41.90%	734
3539036	London, ON (CY)	349,526	1.81%	2,199	0.54%	0.63%	30	9,459	1.14%	2.71%	63	16,513	2.17%	4.72%	120	3,004	0.56%	0.86%	31	19,915	1.81%	5.70%	100
3526053	St. Catharines, ON (CY)	118,411	0.61%	4,984	1.23%	4.21%	200	11,761	1.41%	9.93%	231	13,375	1.76%	11.30%	287	6,731	1.25%	5.68%	204	18,703	1.70%	15.79%	277
3529006	Brantford, ON (CY)	85,464	0.44%	4,744	1.17%	5.55%	263	10,261	1.23%	12.01%	279	10,622	1.40%	12.43%	316	6,651	1.24%	7.78%	280	16,024	1.45%	18.75%	328

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Burlington - Fairview 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
29,656	21,557	72.7	22,991	77.5	22,685	76.5	24,004	80.9	24,741	83.4

2021 Burlington - Fairview 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	1,121,881	24,741	2.2	1,097,139	97.8

Top 5 segments represent **34.7%** of customers in Southern Ontario



Rank: 1
Customers: 87,728
Customers %: 9.79
% in Benchmark: 5.19
Index: 189

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: 64,216
Customers %: 7.17
% in Benchmark: 4.16
Index: 172

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: 3
Customers: 62,333
Customers %: 6.96
% in Benchmark: 4.63
Index: 150

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
Customers: 50,487
Customers %: 5.63
% in Benchmark: 5.76
Index: 98

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: 5
Customers: 46,324
Customers %: 5.17
% in Benchmark: 4.68
Index: 110

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.