

Community Profile: Hamilton – Concession Street BIA

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

The logo for Environics Analytics is presented within a solid purple rectangular background. 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.

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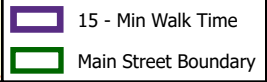
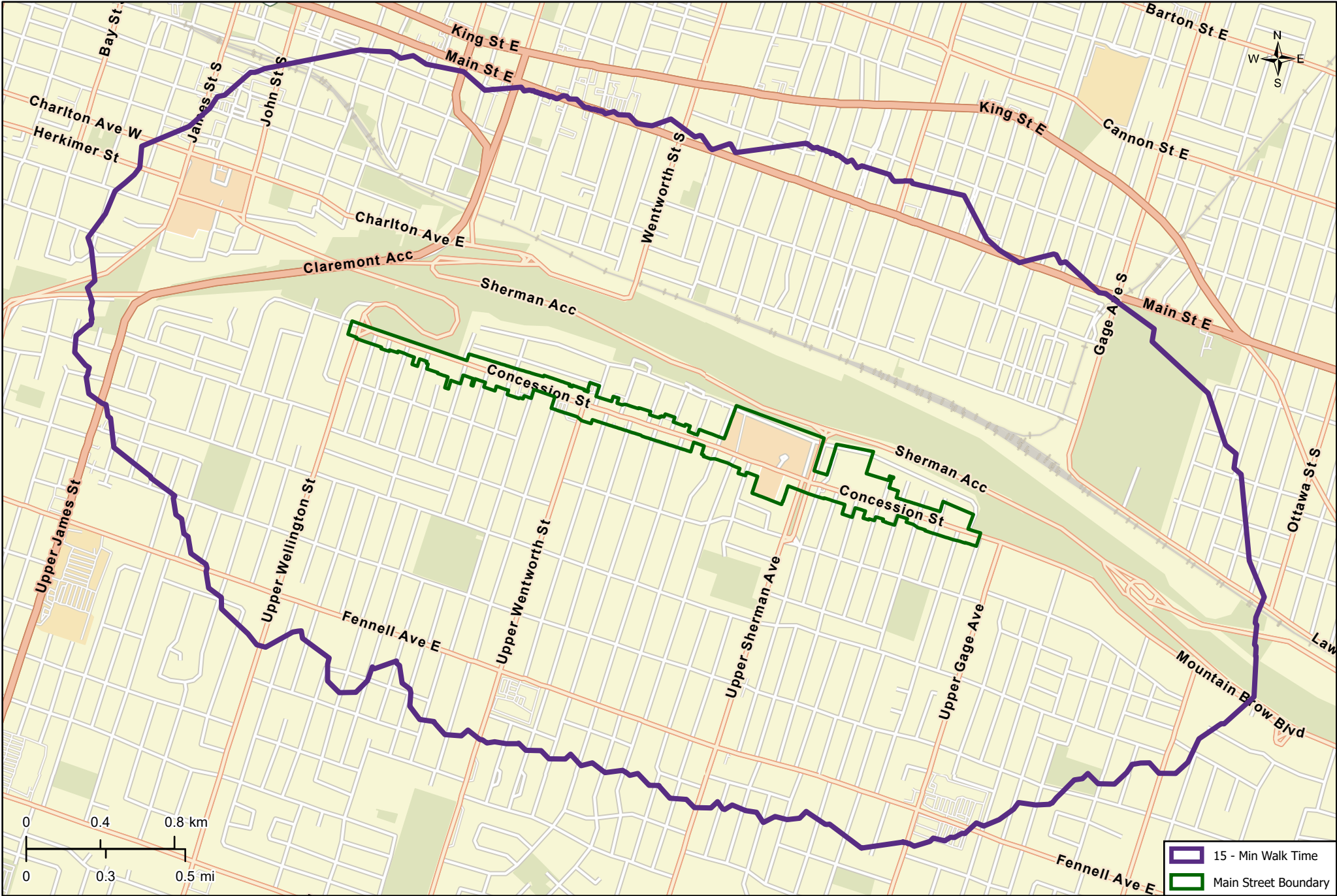
Confidential

Date: February 10, 2022

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Hamilton - Concession Street BIA
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Hamilton - Concession Street BIA

POPULATION

40,450

HOUSEHOLDS

19,101

MEDIAN MAINTAINER AGE

51

Index: 94

MARITAL STATUS



45.5%

Index: 79

Married/Common-Law

FAMILY STATUS*

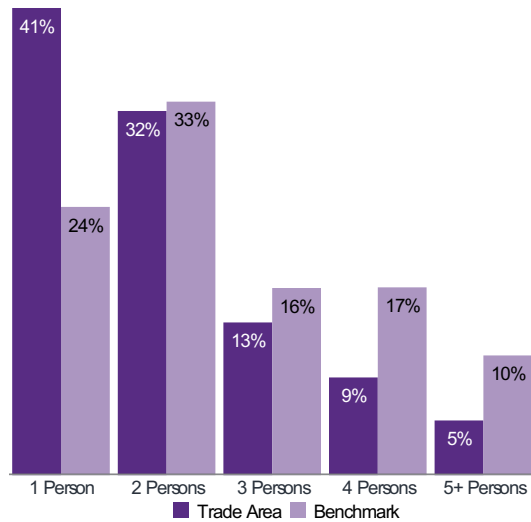


24.6%

Index: 155

Total Lone-Parent Families

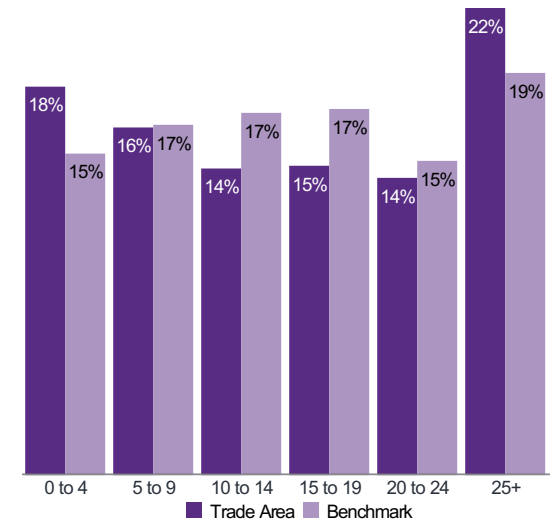
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	1,931	4.8	94
5 to 9	1,747	4.3	80
10 to 14	1,524	3.8	66
15 to 19	1,605	4.0	67
20 to 24	2,583	6.4	96
25 to 29	3,716	9.2	131
30 to 34	3,794	9.4	141
35 to 39	3,198	7.9	122
40 to 44	2,618	6.5	105
45 to 49	2,411	6.0	95
50 to 54	2,604	6.4	98
55 to 59	3,043	7.5	104
60 to 64	2,922	7.2	107
65 to 69	2,258	5.6	99
70 to 74	1,700	4.2	88
75 to 79	1,095	2.7	82
80 to 84	766	1.9	87
85+	935	2.3	104

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

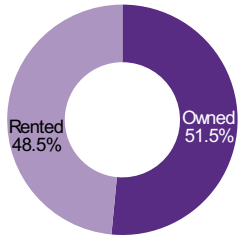
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Demographics | Housing & Income

Trade Area: Hamilton - Concession Street BIA

Population: 40,450 | Households: 19,101

TENURE



STRUCTURE TYPE



49.3%
Index: **64**



50.4%
Index: **228**

AGE OF HOUSING*

60+ Years Old
% Comp: **63.6** Index: **308**

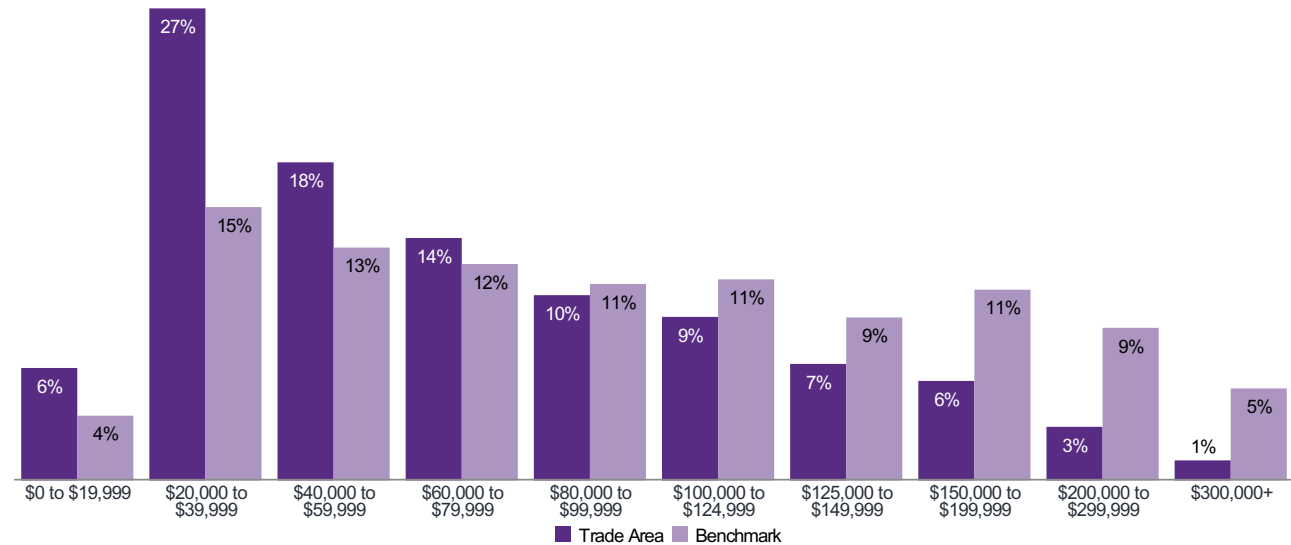
AVERAGE HOUSEHOLD INCOME



\$75,516

Index: **66**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Demographics | Education & Employment

Trade Area: Hamilton - Concession Street BIA

Population: 40,450 | Households: 19,101

EDUCATION



19.0%

Index:71

University Degree

LABOUR FORCE PARTICIPATION



64.3%

Index:99

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



28.1%

Index:77

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

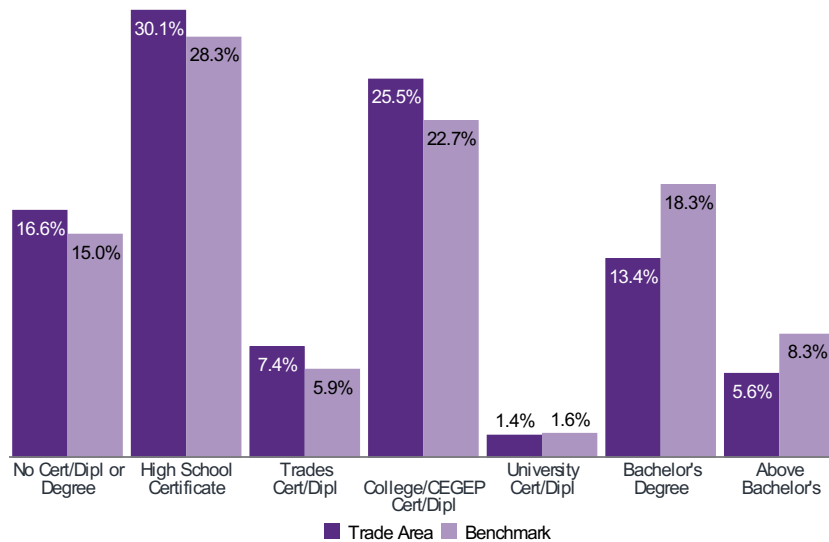


9.7%

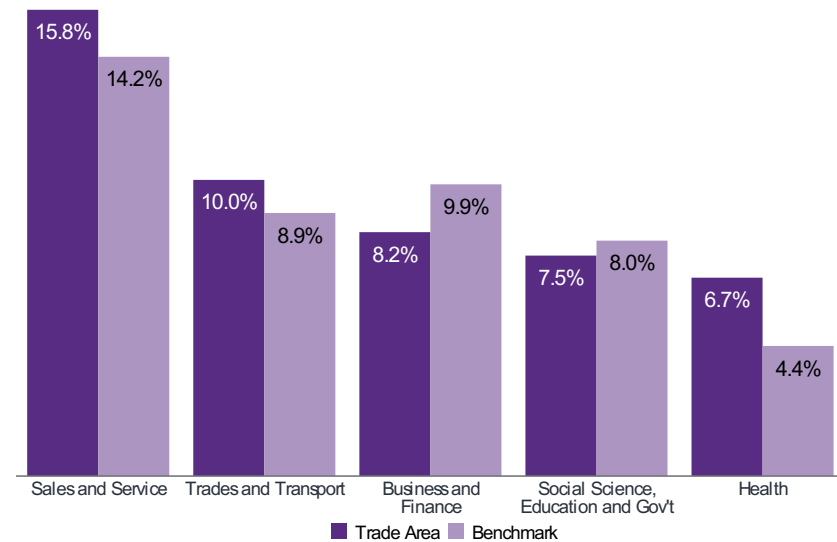
Index:221

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



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*Ranked by percent composition

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

Trade Area: Hamilton - Concession Street BIA

Population: 40,450 | Households: 19,101

ABORIGINAL IDENTITY



3.5%

Index: 148

VISIBLE MINORITY PRESENCE



21.6%

Index: 74

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



1.4%

Index: 71

No knowledge of English or French

IMMIGRATION



20.2%

Index: 76

Born outside Canada

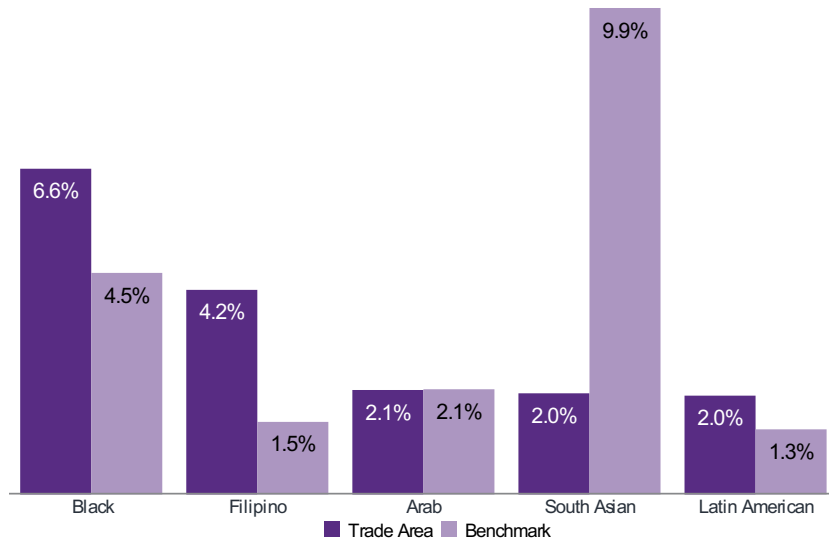
PERIOD OF IMMIGRATION*

Before 2001

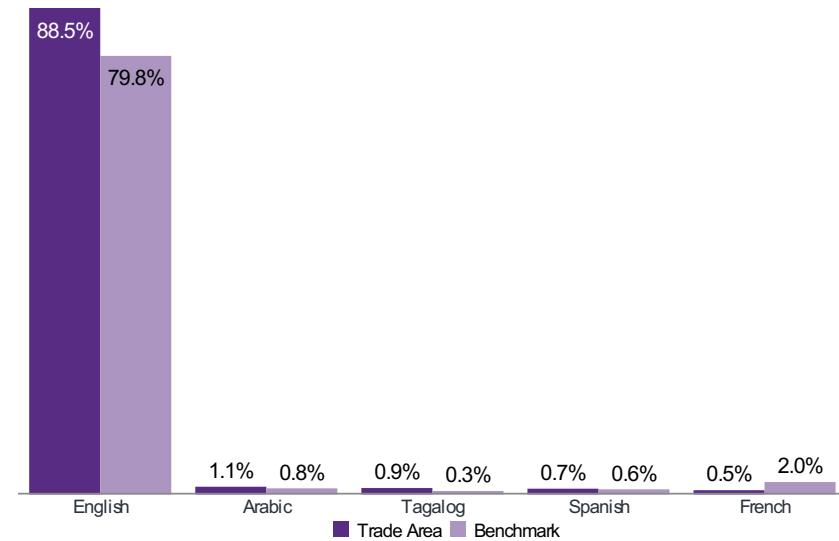
11.4%

Index: 82

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+
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Top 5 segments represent **65.2%** of households in Hamilton - Concession Street BIA



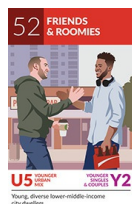
Rank:	1
Hhlds:	5,220
Hhld %:	27.33
% in Benchmark:	1.41
Index:	1,935

Reflecting the increasing flow of immigrants beyond Toronto and Vancouver, Middle-Class Mosaic consists of middle-class homeowners and their families living in established neighbourhoods. The segment features a mix of couples, lone-parent households and larger-than-average families with children of all ages; nearly one in five is over 25. Middle-Class Mosaic is also a destination for first- and second-generation Canadians drawn to affordable, older single- and semi-detached houses. More than a third of the population are visible minorities, including Filipinos, South Asians, Arabs and blacks. Moderately educated, residents work at solid blue-collar and service sector jobs in manufacturing, transportation and the trades. And with maintainers ranging in age from 35 to 64, residents are happy with a night out at a dinner theatre, casino or casual family restaurant. To keep fit, they head to a health club or swimming pool. And they're fond of travelling to western Canada, Mexico and the U.S., visiting places like Vancouver, Las Vegas and Hawaii. While their future looks bright, they worry about the effects of technology on society, scoring high for the value Technology Anxiety.



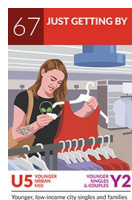
Rank:	2
Hhlds:	2,485
Hhld %:	13.01
% in Benchmark:	3.77
Index:	345

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



Rank:	3
Hhlds:	1,766
Hhld %:	9.25
% in Benchmark:	2.06
Index:	450

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



Rank:	4
Hhlds:	1,743
Hhld %:	9.13
% in Benchmark:	3.49
Index:	261

The most economically challenged of all segments, Just Getting By is home to younger, low-income singles and single-parent families located in large cities like London, St. Catharines, Windsor and Halifax. In their dense neighbourhoods, nearly 45 percent of maintainers are under 45 years old. More than half are single, divorced or separated, and over a third are lone-parent families, typically with younger children. Residents tend to be third-plus-generation Canadians with low education levels and low-level jobs in sales, the services, trades and manufacturing. Most households can only afford to rent units in older low-rise apartment buildings or own inexpensive single-detached houses. But being young and mobile has its advantages: more than half moved in the past five years with the hope of climbing the socioeconomic ladder. Surveys show a desire to improve their prospects in the popularity of online courses and management training programs. Without deep pockets, they engage in low-cost activities like going to parks, city gardens and auto shows. In this segment, budget-conscious residents score high for the value Importance of Price.



Rank:	5
Hhlds:	1,243
Hhld %:	6.51
% in Benchmark:	1.77
Index:	367

Once home to young immigrants, Came From Away communities are showing their middle age. The highest concentration of residents are between 25 and 44 years old. Nearly 60 percent of the segment's residents are foreign-born—fourth highest among all segments—and they hail from all over. Many are singles and lone-parent families who live in high-rise apartments in Toronto and a handful of other large cities; almost 40 percent of the populace speak a non-official language. While their educational achievement ranges from grade school to university, most residents hold low-paying jobs in manufacturing, services and the trades. Downscale incomes and economic uncertainty contribute to the segment's transience; more than half of households moved in the past five years and over 80 percent are renters. But even with tight budgets, many Came From Away members enjoy the leisure pursuits offered by their urban settings, with high rates for going to nightclubs, jazz concerts and billiards halls; families head for theme parks, aquariums and zoos. Hooked on their mobile phones for media and shopping, they're the top-ranked segment for Ostentatious Consumption, hoping to impress others with purchases that symbolize affluence, including the latest tech devices.

Trade Area: Hamilton - Concession Street BIA

Strong Values

Values	Index
Aversion to Complexity	122
Rejection of Inequality	117
Introspection & Empathy	116
Personal Creativity	114
Buying on Impulse	113
Technology Anxiety	112
Financial Concern Regarding the Future	110
Fear of Violence	109
Skepticism Towards Advertising	108
Social Learning	108

Descriptions | Top 3 Strong Values

Aversion to Complexity

Tendency to find it difficult to adapt to the uncertainties of modern life, and to feel threatened by the changes and complexities of society today. A desire to avoid this complexity as a learning experience and a source of opportunity.

Rejection of Inequality

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

Introspection & Empathy

Tendency to analyze and examine one's actions and those of others dispassionately, rather than being judgmental about variances from the norm or from one's own way of doing things. An interest in understanding life, and others, rather than taking sides.

Weak Values

Values	Index
Brand Genuineness	80
Social Darwinism	83
Attraction to Nature	84
Religiosity	85
Consumption Evangelism	86
Need for Status Recognition	86
Ecological Lifestyle	87
Sexual Permissiveness	89
Community Involvement	90
Effort Toward Health	91

Descriptions | Top 3 Weak Values

Brand Genuineness

Tendency to value authenticity and to look for a deeper level of brand experience. People strong on this construct want their brands to have a soul, a history, a founding myth, a place of origin that confers its own culture. These preferences attract them to brands that not only provide the functionality they seek but also feed their imaginations by telling a true and compelling story.

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.

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.

Benchmark: Ontario

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

Financial | WealthScapes Overview

Trade Area: Hamilton - Concession Street BIA

WealthScapes Households: 19,121

INCOME*

Household Income

\$ 75,672

Index: **65**

Household Disposable Income

\$ 62,706

Index: **69**

Household Discretionary Income

\$ 43,390

Index: **67**

Annual RRSP Contributions

\$ 1,644

Index: **46**

WEALTH*



Net Worth

% Holders

99.4% Index: **100**

Balance

\$310,133

Index: **42**

ASSETS*



Savings

% Holders

94.3% Index: **99**

Balance

\$38,249

Index: **50**



Investments

% Holders

47.8% Index: **80**

Balance

\$162,039

Index: **48**



Unlisted Shares

% Holders

9.0% Index: **73**

Balance

\$142,759

Index: **45**



Real Estate

% Holders

54.1% Index: **71**

Balance

\$500,326

Index: **67**



Liquid Assets

% Holders

97.0% Index: **99**

Balance

\$136,658

Index: **41**

DEBT*



Consumer Debt

% Holders

87.8% Index: **97**

Balance

\$39,462

Index: **60**



Mortgage Debt

% Holders

33.7% Index: **73**

Balance

\$217,534

Index: **73**

FINANCIAL RATIO



Debt:Asset

% Holders

0.26% Index: **122**

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+

FINANCIAL RATIOS*



Debt: Asset

0.26

Index: 122



Debt: Liquid Assets

0.81

Index: 133



Consumer Debt - Discr. Income

0.80

Index: 85



Savings - Investments

0.71

Index: 118



Pension - Non-Pension Assets

0.31

Index: 142



Real Estate Assets - Liq. Assets

2.04

Index: 116



Mortgage - Real Estate Assets

0.27

Index: 111



Mortgage - Consumer Debt

2.11

Index: 92

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

Trade Area: Hamilton - Concession Street BIA

Households: 19,101

Total Aggregate Current Consumption: \$1,047,494,735

Average Current Consumption

\$54,840

Index **67**

Average Household Income









\$75,062

Index **65**

Average Disposable Income

\$61,708

Index **69**

 <p>Shelter</p> <p>Avg. Dollars/Household: \$14,414 Index 69</p> <p>Pct. of Total Expenditure: 26.3% Index 102</p>	 <p>Food</p> <p>Avg. Dollars/Household: \$9,444 Index 74</p> <p>Pct. of Total Expenditure: 17.2% Index 110</p>	 <p>Transportation</p> <p>Avg. Dollars/Household: \$8,476 Index 62</p> <p>Pct. of Total Expenditure: 15.5% Index 92</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household: \$3,743 Index 65</p> <p>Pct. of Total Expenditure: 6.8% Index 97</p>	 <p>Health Care</p> <p>Avg. Dollars/Household: \$3,253 Index 59</p> <p>Pct. of Total Expenditure: 5.9% Index 89</p>	 <p>Recreation</p> <p>Avg. Dollars/Household: \$3,194 Index 67</p> <p>Pct. of Total Expenditure: 5.8% Index 100</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household: \$2,903 Index 82</p> <p>Pct. of Total Expenditure: 5.3% Index 122</p>	 <p>Clothing</p> <p>Avg. Dollars/Household: \$2,290 Index 69</p> <p>Pct. of Total Expenditure: 4.2% Index 103</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household: \$2,284 Index 57</p> <p>Pct. of Total Expenditure: 4.2% Index 85</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

Trade Area: Hamilton - Concession Street BIA

Households: 19,101

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
\$75,062 Index 65	\$9,444 Index 74	\$3,051 Index 76	\$6,393 Index 73

Total Aggregate Food Expenditure: \$ 180,393,393

 <p>Bakery</p> <p>Avg. Dollars/Household: \$666 Index 76</p> <p>Pct. of Total Expenditure: 10.4% Index 105</p>	 <p>Cereal Products</p> <p>Avg. Dollars/Household: \$390 Index 76</p> <p>Pct. of Total Expenditure: 6.1% Index 105</p>	 <p>Fruit and nuts</p> <p>Avg. Dollars/Household: \$785 Index 72</p> <p>Pct. of Total Expenditure: 12.3% Index 98</p>
 <p>Vegetables</p> <p>Avg. Dollars/Household: \$660 Index 71</p> <p>Pct. of Total Expenditure: 10.3% Index 98</p>	 <p>Dairy products & Eggs</p> <p>Avg. Dollars/Household: \$965 Index 75</p> <p>Pct. of Total Expenditure: 15.1% Index 103</p>	 <p>Meat</p> <p>Avg. Dollars/Household: \$1,137 Index 72</p> <p>Pct. of Total Expenditure: 17.8% Index 99</p>
 <p>Fish & Seafood</p> <p>Avg. Dollars/Household: \$187 Index 64</p> <p>Pct. of Total Expenditure: 2.9% Index 87</p>	 <p>Beverages & Other Food</p> <p>Avg. Dollars/Household: \$1,603 Index 73</p> <p>Pct. of Total Expenditure: 25.1% Index 99</p>	

Benchmark: Southern Ontario

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Displaying the top FoodSpends 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

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	13.0	11.0	118
Going to restaurants, bars or night clubs	53.3	55.1	97
Having physical Contact with family and friends	58.4	57.7	101
Participating in group activities	35.8	38.7	92
Partying	14.8	15.8	94
Seeing family and friends in person	63.7	62.8	101
Entertainment			
Attending events, festivals or concerts	39.7	42.9	93
Attending sports events (excludes professional sports)	15.2	18.2	83
Attending to professional sports events or games	23.1	25.4	91
Going to the movies	43.9	45.7	96
Movement & Travel			
Driving more	16.0	16.1	100
Shopping in-store	39.7	42.9	93
Spending time outdoors	32.1	32.5	99
Travelling outside of Canada/ abroad	48.1	53.2	90
Travelling within Canada	49.0	49.9	98
Using public transit	12.5	13.7	92
Personal			
Getting back to old habits	36.2	36.2	100
Going to a salon, barber shop or spa	32.5	33.7	96
Going to the gym	20.1	22.6	89
Education/Work			
Children going back to school	18.0	20.3	89
Going back to work	18.9	17.6	107
Other			
Not Stated	0.3	0.6	49

Benchmark: Southern Ontario

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(Base used for Index calculations)

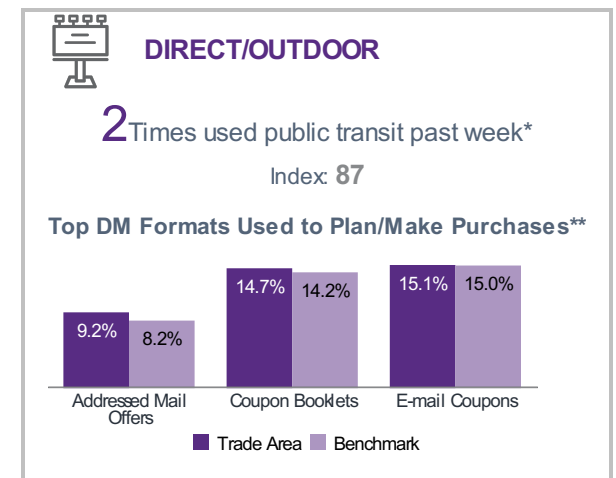
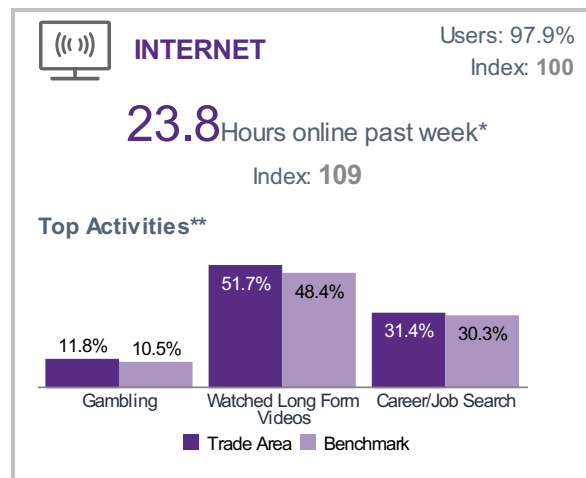
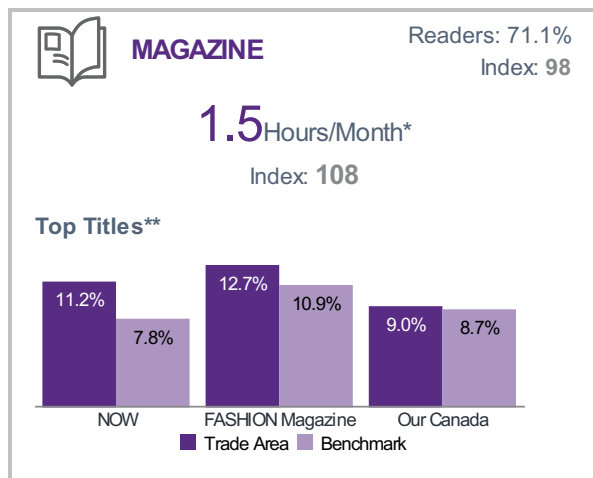
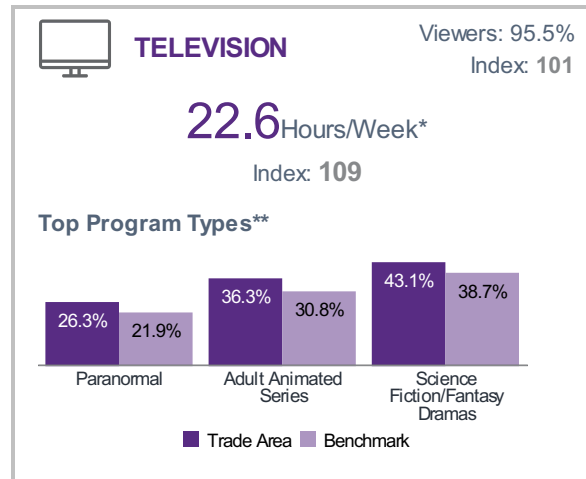
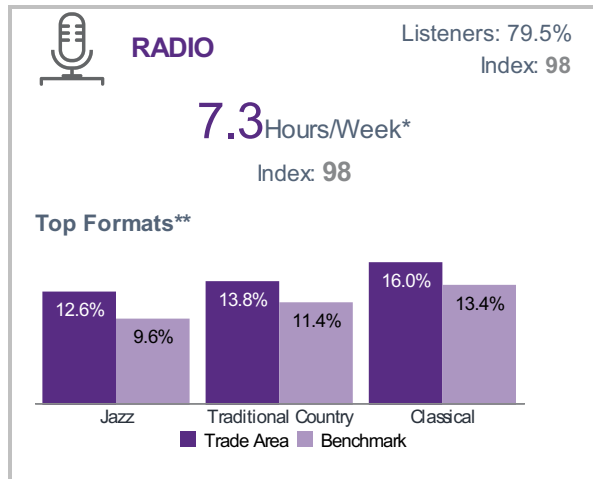
Index Colours:	<80	80 - 110	110+
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Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Hamilton - Concession Street BIA

Household Population 14+: 34,754



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

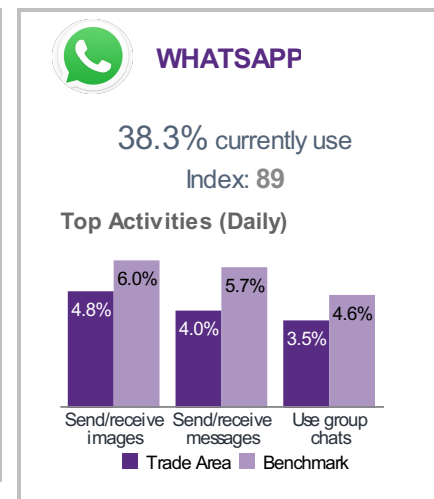
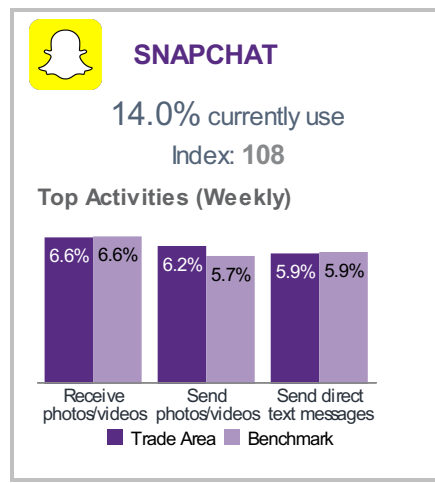
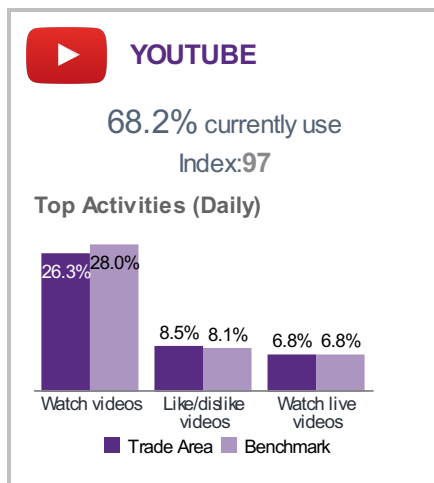
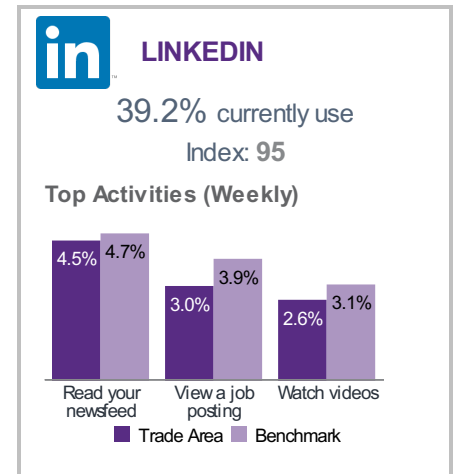
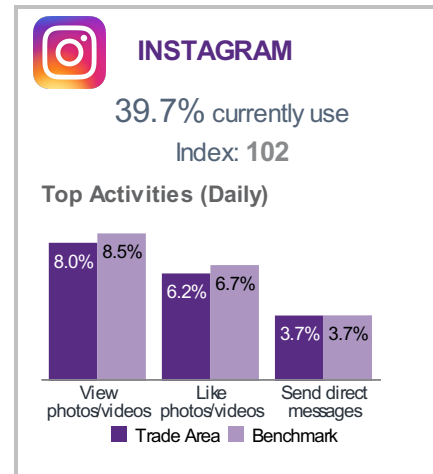
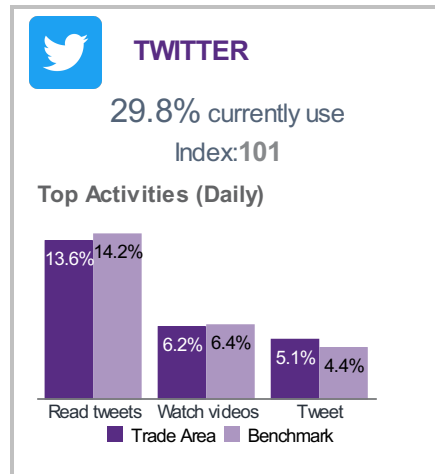
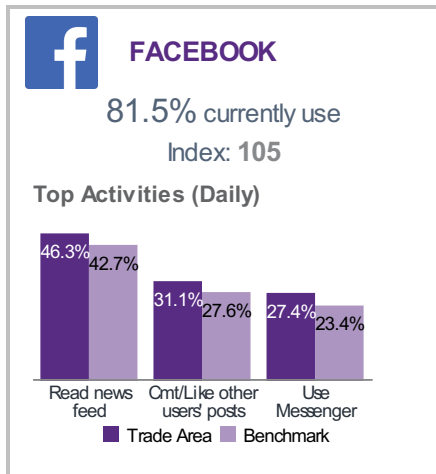
** Chosen from index ranking with minimum 5% composition.



Opticks Social | Social Media Activities

Trade Area: Hamilton - Concession Street BIA

Household Population 18+: 33,587



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+
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Opticks Social | Social Media Usage

Trade Area: Hamilton - Concession Street BIA

Household Population 18+: 33,587

FRIENDS IN ALL SM NETWORKS



35.9%

Index:101

0-49 friends

FREQUENCY OF USE (DAILY)



60.3%

Index:107

Facebook

BRAND INTERACTION



35.6%

Index:103

Like brand on Facebook

NO. OF BRANDS INTERACTED

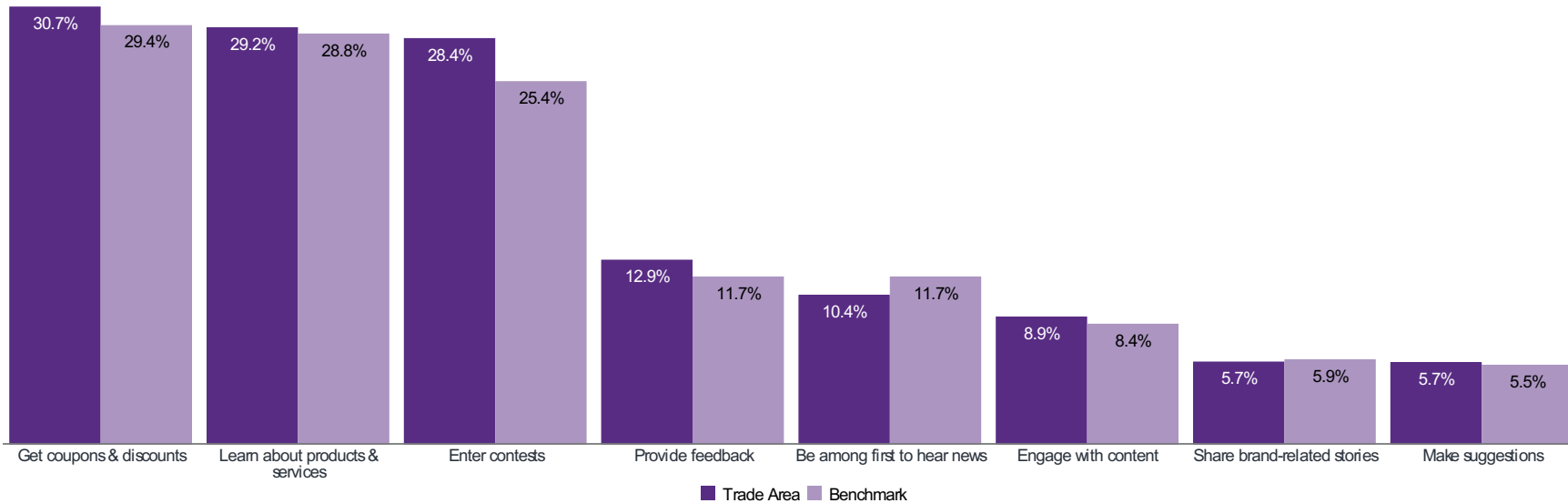


29.0%

Index:95

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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



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

% Comp **89.0** Index **101**



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

% Comp **46.5** 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 **84.7** Index **101**



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

% Comp **38.8** Index **94**



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

% Comp **55.3** Index **98**



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

% Comp **28.7** Index **95**

Benchmark: Southern Ontario

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Ranked by percent composition.

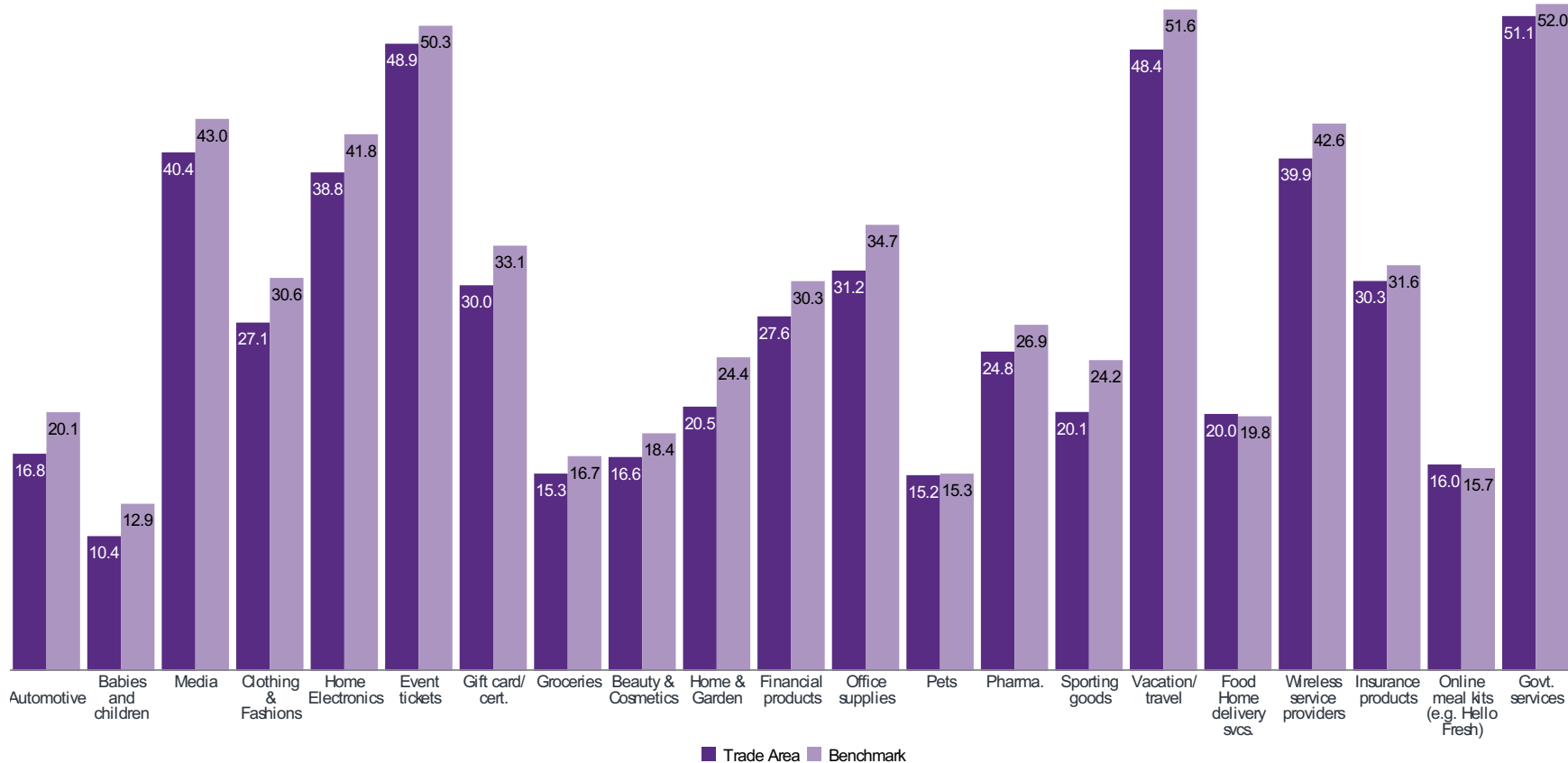
Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: Hamilton - Concession Street BIA

Total Household Population 18+:33,587

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

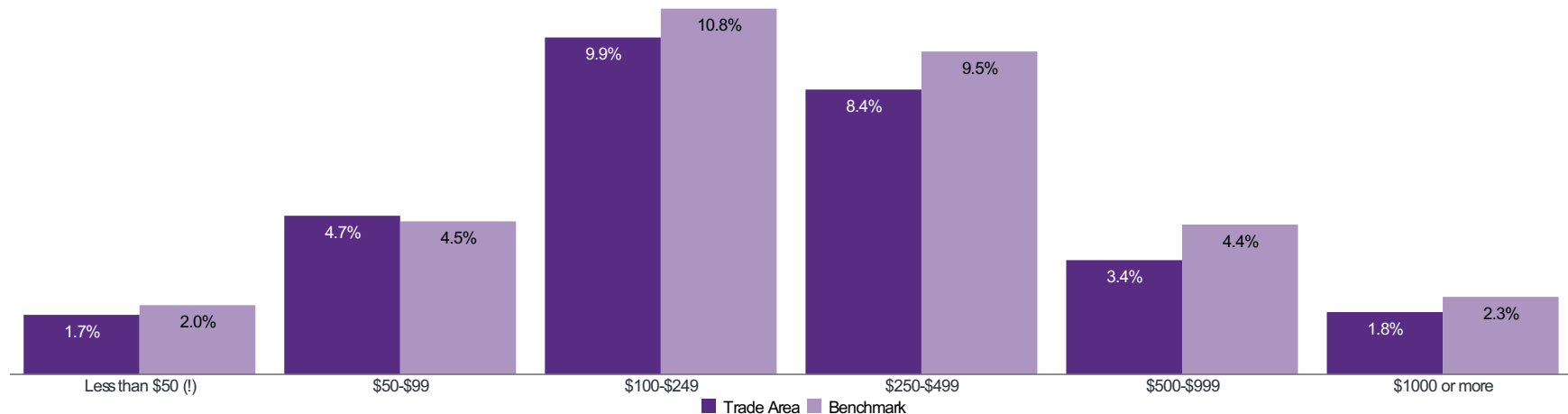
Trade Area: Hamilton - Concession Street BIA

Total Household Population 18+: 33,587

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	63.2% Index:103	35.0% Index:95	12.3% Index:100	2.6% Index:83
Purchase preference	77.1% Index:102	27.1% Index:89	9.4% Index:96	3.1% Index:121
Customer Service	64.9% Index:105	16.7% Index:93	6.0% Index:105	19.6% Index:90

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+
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Opticks eShopper | Home Electronics & Computers Deep Dive

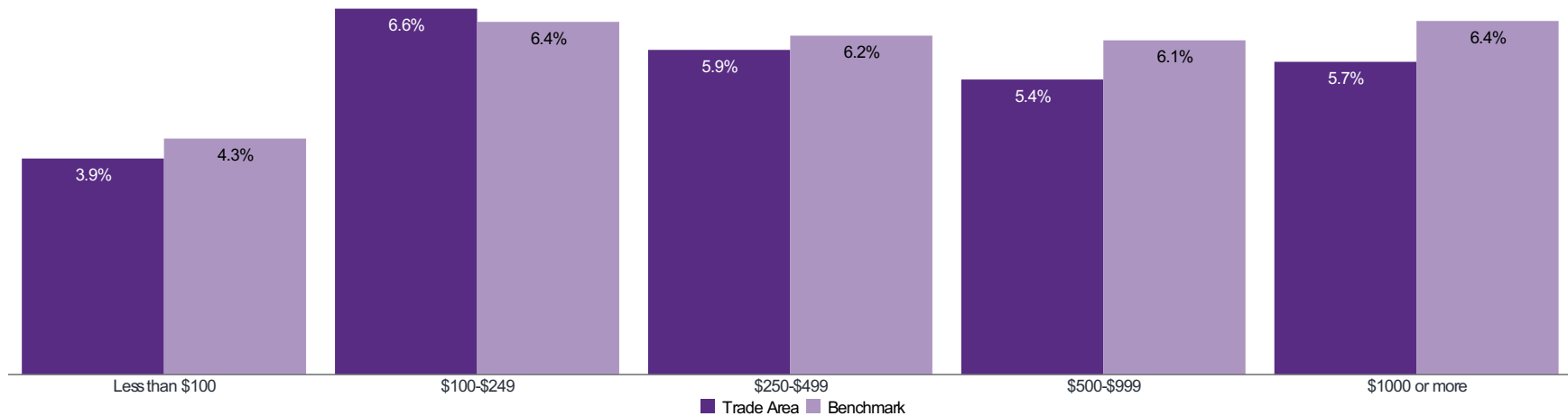
Trade Area: Hamilton - Concession Street BIA

Total Household Population 18+: 33,587

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	52.0% Index:103	53.6% Index:98	14.3% Index: 92
Purchase preference	70.7% Index: 103	38.8% Index:93	10.7% Index:97	6.7% Index: 105
Customer Service	59.1% Index:105	25.5% Index:103	7.3% Index: 99	37.2% 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+
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Opticks eShopper | Gift Cards Deep Dive

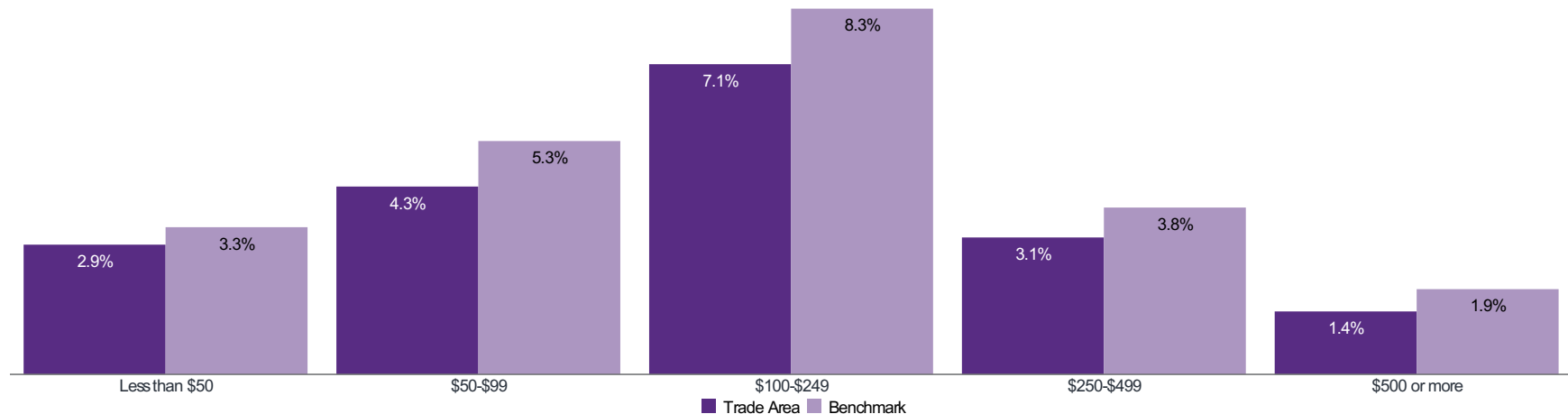
Trade Area: Hamilton - Concession Street BIA

Total Household Population 18+: 33,587

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	50.5% Index:106	33.5% Index:95	9.8% Index:89	3.9% Index:109
Purchase preference	63.2% Index:105	30.0% Index:91	8.4% Index:96	3.3% Index:108
Customer Service	45.5% Index:107	19.9% Index:97	6.0% Index:98	28.1% 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+
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Opticks eShopper | Groceries Deep Dive

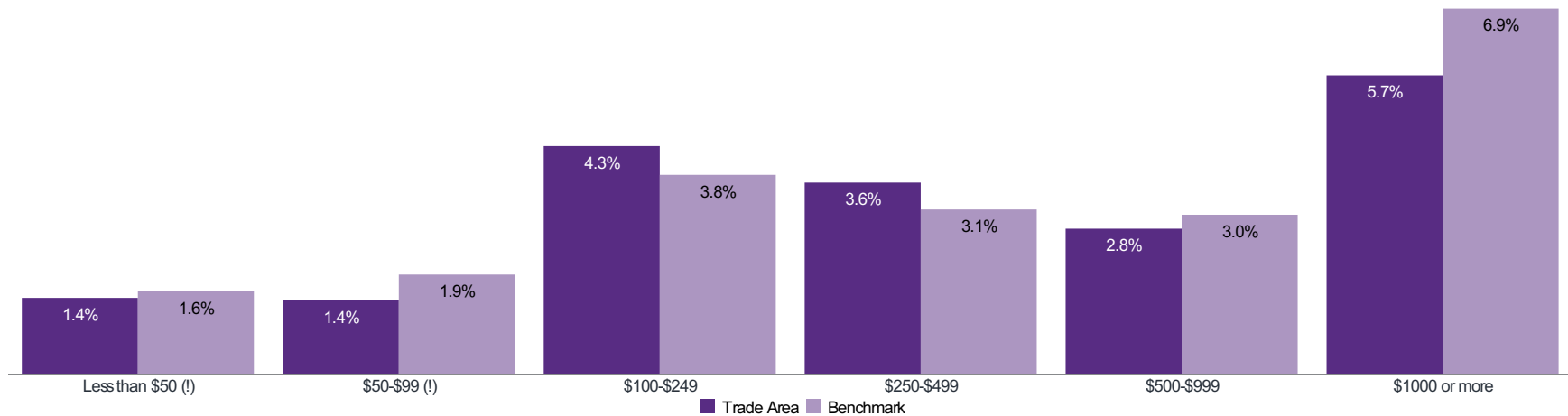
Trade Area: Hamilton - Concession Street BIA

Total Household Population 18+: 33,587

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	73.5% Index:102	24.8% Index:101	10.9% Index:98	3.1% Index:113
Purchase preference	85.0% Index:102	15.3% Index:92	5.9% Index:95	2.2% Index:89
Customer Service	72.2% Index:103	10.6% Index:92	3.8% Index:95	18.7% 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+
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Opticks eShopper | Beauty & Cosmetics Deep Dive

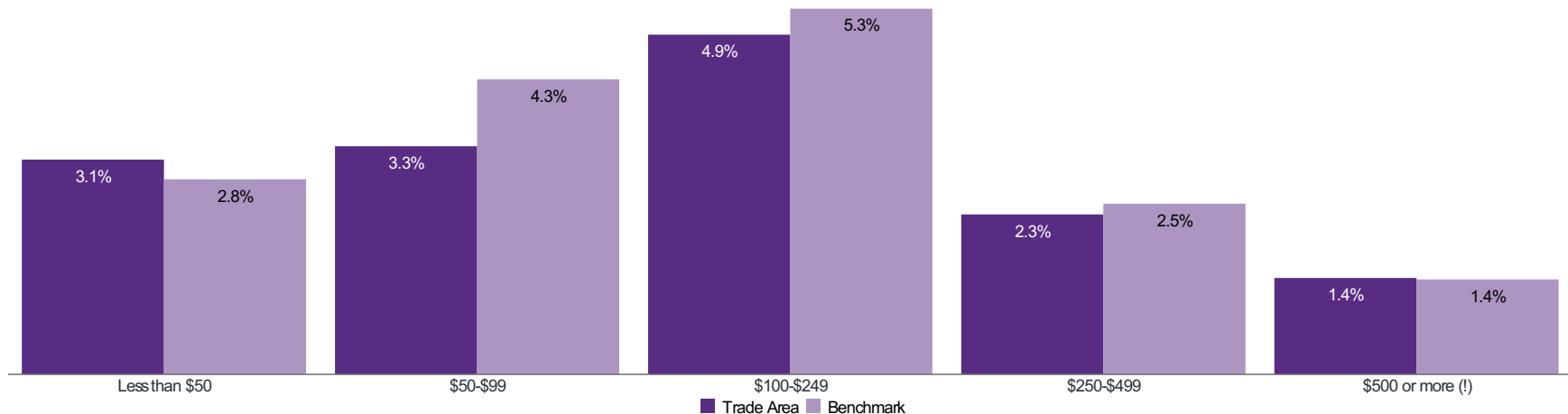
Trade Area: Hamilton - Concession Street BIA

Total Household Population 18+: 33,587

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	38.1% Index:107	21.4% Index:97	7.3% Index:90	2.7% Index:95
Purchase preference	47.3% Index:102	16.6% Index:90	6.6% Index:103	2.6% Index:113
Customer Service	38.8% Index:107	11.7% Index:93	3.7% Index:86	14.6% Index:99

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Home & Garden Deep Dive

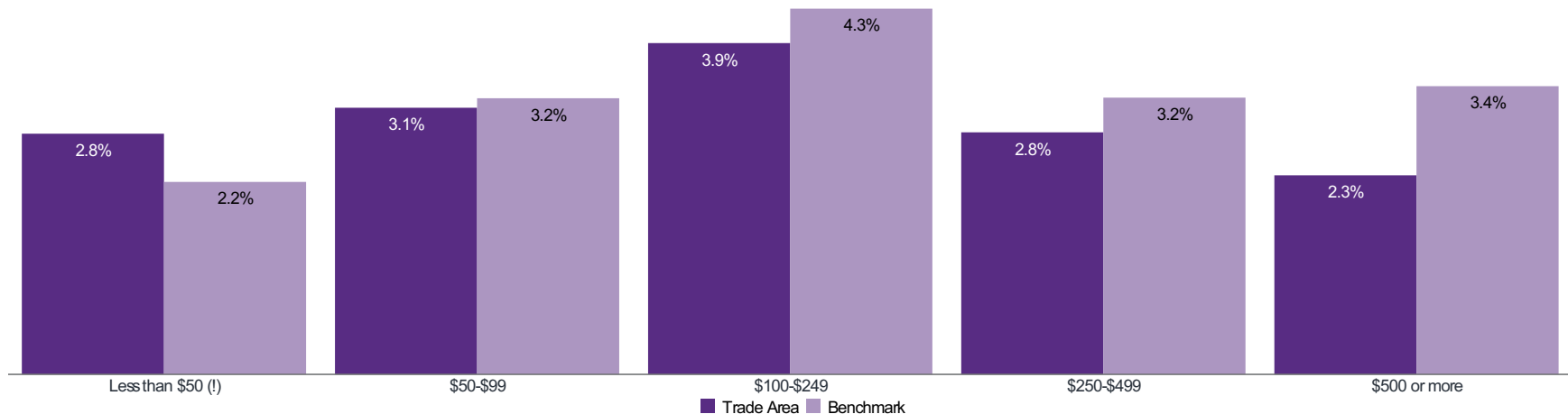
Trade Area: Hamilton - Concession Street BIA

Total Household Population 18+: 33,587

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	50.4% Index:97	36.5% Index:96	9.8% Index:86	5.2% Index:91
Purchase preference	67.4% Index:99	20.5% Index:84	6.6% Index:94	3.6% Index:99
Customer Service	53.7% Index:99	15.3% Index:96	5.1% Index:107	21.4% 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+
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Opticks eShopper | Sporting Goods Deep Dive

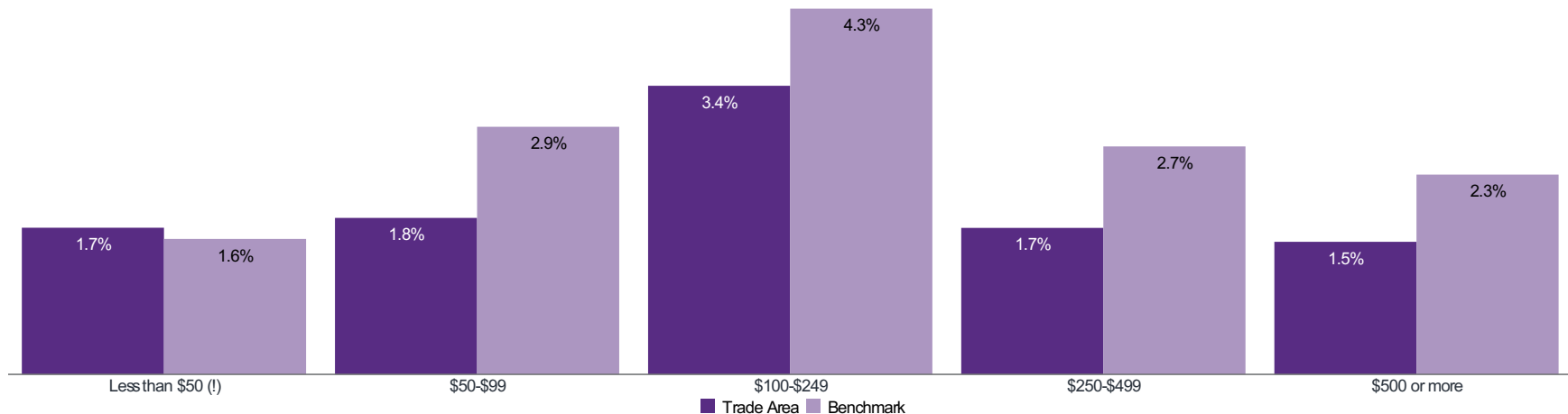
Trade Area: Hamilton - Concession Street BIA

Total Household Population 18+: 33,587

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	38.2% Index:98	28.9% Index:90	8.9% Index:85	4.0% Index:103
Purchase preference	49.8% Index:96	20.1% Index:83	7.2% Index:95	2.9% Index:94
Customer Service	41.4% Index:99	13.4% Index:89	4.4% Index:86	19.4% Index:95

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Vacation/Travel Deep Dive

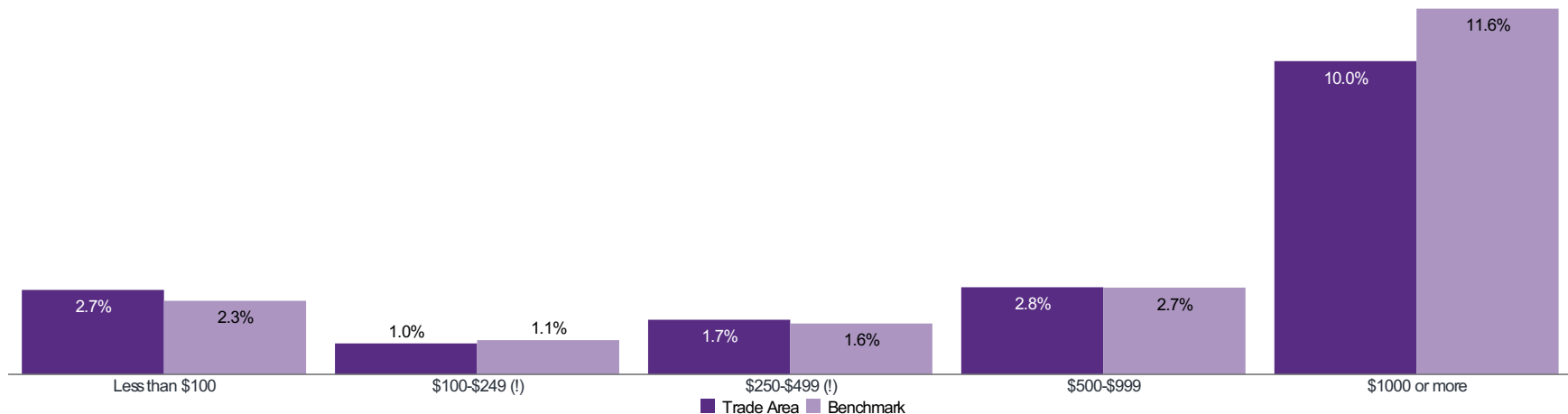
Trade Area: Hamilton - Concession Street BIA

Total Household Population 18+: 33,587

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	20.7% Index:101	56.5% Index:98	14.7% Index:98	14.8% Index:92
Purchase preference	28.7% Index:100	48.4% Index:94	6.6% Index:102	16.6% Index:92
Customer Service	31.3% Index:108	27.1% Index:99	5.9% Index:85	42.6% Index:97

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+
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Store Loyalty

Trade Area: Hamilton - Concession Street BIA

Households: 19,101

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.

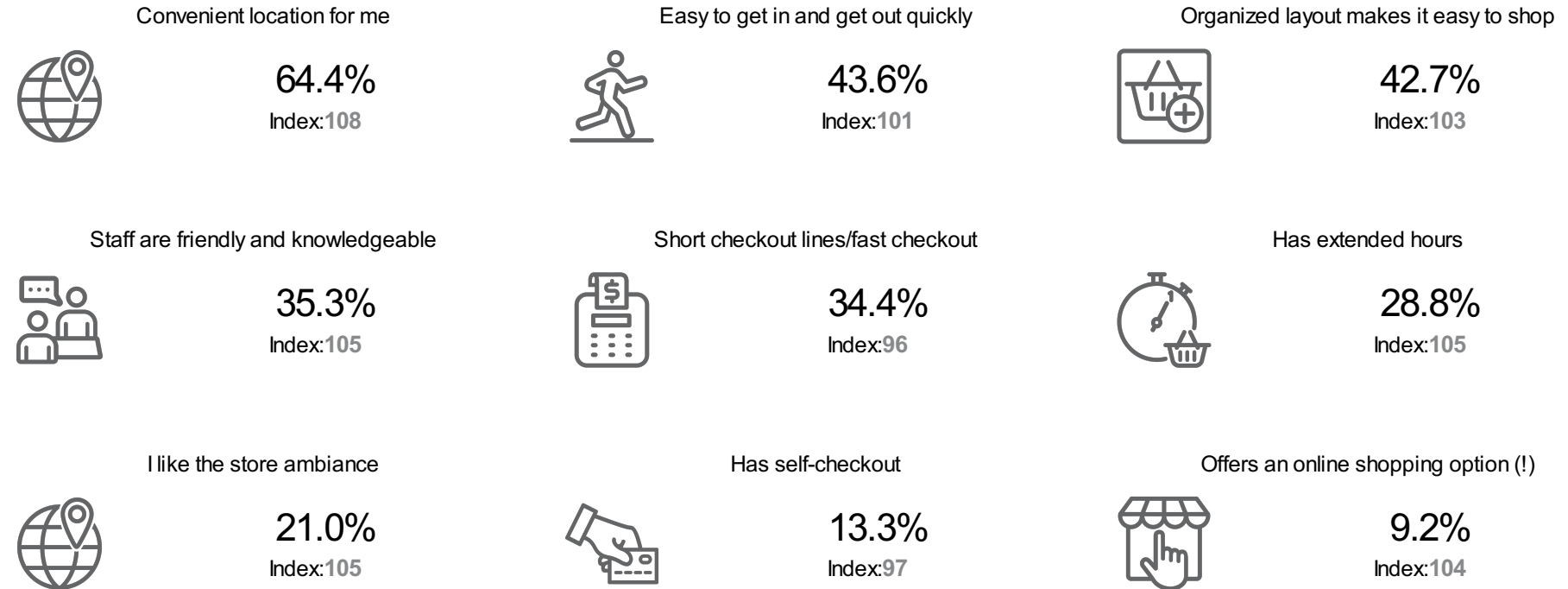
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Index Colours:	<80	80 - 110	110+

Trade Area: Hamilton - Concession Street BIA

Households: 19,101

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE



Benchmark: Southern Ontario

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

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

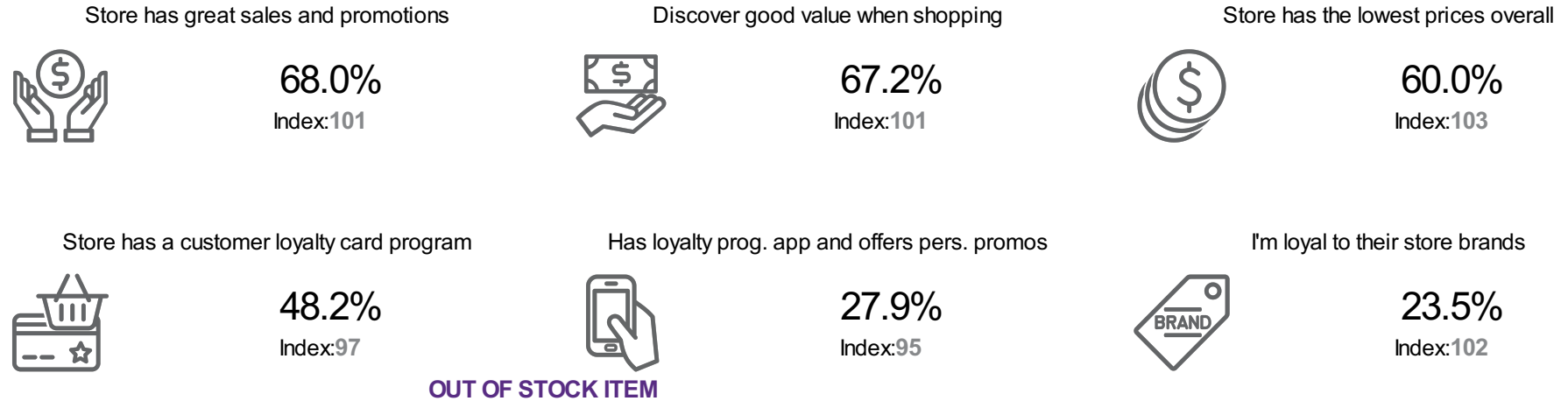
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(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

Index Colours:	<80	80 - 110	110+
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Trade Area: Hamilton - Concession Street BIA

Households: 19,101

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO



OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	41.7	40.2	0.5 104
Leave the store and buy it elsewhere	29.4	30.9	0.5 95
Purchase another brand	20.5	21.2	0.5 97
Purchase another size or variety of the same brand (!)	8.3	7.7	0.5 108

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 Hamilton - Concession Street 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%	280,958	100%	1.46%	100	268,519	100%	1.39%	100	219,343	100%	1.14%	100	241,455	100%	1.25%	100	407,604	100%	2.11%	100
3525005	Hamilton, ON (C)	483,265	2.50%	184,100	65.53%	38.10%	2617	175,626	65.41%	36.34%	2612	148,192	67.56%	30.66%	2699	161,951	67.07%	33.51%	2679	232,044	56.93%	48.02%	2274
3524002	Burlington, ON (CY)	163,747	0.85%	13,528	4.81%	8.26%	568	11,702	4.36%	7.15%	514	10,265	4.68%	6.27%	552	10,866	4.50%	6.64%	531	21,564	5.29%	13.17%	624
3520005	Toronto, ON (C)	2,568,898	13.31%	9,605	3.42%	0.37%	26	9,709	3.62%	0.38%	27	6,920	3.15%	0.27%	24	8,140	3.37%	0.32%	25	19,738	4.84%	0.77%	36
3521005	Mississauga, ON (CY)	642,951	3.33%	6,360	2.26%	0.99%	68	6,147	2.29%	0.96%	69	3,790	1.73%	0.59%	52	5,380	2.23%	0.84%	67	11,425	2.80%	1.78%	84
3528018	Haldimand County, ON (CY)	41,702	0.22%	6,154	2.19%	14.76%	1014	7,022	2.62%	16.84%	1210	5,504	2.51%	13.20%	1161	5,195	2.15%	12.46%	996	9,867	2.42%	23.66%	1120
3529006	Brantford, ON (CY)	85,464	0.44%	5,308	1.89%	6.21%	427	5,110	1.90%	5.98%	430	3,674	1.68%	4.30%	378	4,892	2.03%	5.72%	458	8,902	2.18%	10.42%	493
3526053	St. Catharines, ON (CY)	118,411	0.61%	3,881	1.38%	3.28%	225	4,027	1.50%	3.40%	244	3,418	1.56%	2.89%	254	3,409	1.41%	2.88%	230	7,888	1.94%	6.66%	315
3524001	Oakville, ON (T)	174,424	0.90%	4,132	1.47%	2.37%	163	3,583	1.33%	2.05%	148	3,006	1.37%	1.72%	152	3,829	1.59%	2.20%	175	7,477	1.83%	4.29%	203
3521010	Brampton, ON (CY)	596,084	3.09%	4,089	1.46%	0.69%	47	3,813	1.42%	0.64%	46	2,036	0.93%	0.34%	30	3,217	1.33%	0.54%	43	7,022	1.72%	1.18%	56
3526043	Niagara Falls, ON (CY)	79,204	0.41%	2,899	1.03%	3.66%	252	2,106	0.78%	2.66%	191	1,648	0.75%	2.08%	183	2,011	0.83%	2.54%	203	4,595	1.13%	5.80%	275

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Hamilton - Concession Street 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
34,481	20,164	58.5	20,012	58.0	19,802	57.4	20,724	60.1	24,716	71.7

2019 Hamilton - Concession Street BIA Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	412,025	24,716	6.0	387,309	94.0

2020 Hamilton - Concession Street 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%	149,350	100%	0.77%	100	198,542	100%	1.03%	100	185,837	100%	0.96%	100	186,864	100%	0.97%	100	315,000	100%	1.63%	100
3525005	Hamilton, ON (C)	483,265	2.50%	107,243	71.81%	22.19%	2868	135,846	68.42%	28.11%	2733	126,500	68.07%	26.18%	2719	130,237	69.70%	26.95%	2784	190,907	60.61%	39.50%	2421
3524002	Burlington, ON (CY)	163,747	0.85%	5,523	3.70%	3.37%	436	8,420	4.24%	5.14%	500	8,039	4.33%	4.91%	510	7,073	3.79%	4.32%	446	15,117	4.80%	9.23%	566
3520005	Toronto, ON (C)	2,568,898	13.31%	4,394	2.94%	0.17%	22	6,186	3.12%	0.24%	23	5,148	2.77%	0.20%	21	4,866	2.60%	0.19%	20	12,845	4.08%	0.50%	31
3528018	Haldimand County, ON (CY)	41,702	0.22%	2,976	1.99%	7.14%	922	4,890	2.46%	11.73%	1140	5,042	2.71%	12.09%	1256	4,698	2.51%	11.27%	1164	9,390	2.98%	22.52%	1380
3521005	Mississauga, ON (CY)	642,951	3.33%	2,782	1.86%	0.43%	56	4,291	2.16%	0.67%	65	4,349	2.34%	0.68%	70	3,305	1.77%	0.51%	53	8,105	2.57%	1.26%	77
3529006	Brantford, ON (CY)	85,464	0.44%	2,329	1.56%	2.72%	352	4,125	2.08%	4.83%	469	4,193	2.26%	4.91%	510	3,307	1.77%	3.87%	400	7,361	2.34%	8.61%	528
3524001	Oakville, ON (T)	174,424	0.90%	2,008	1.34%	1.15%	149	2,673	1.35%	1.53%	149	2,937	1.58%	1.68%	175	2,187	1.17%	1.25%	130	5,682	1.80%	3.26%	200
3526053	St. Catharines, ON (CY)	118,411	0.61%	1,822	1.22%	1.54%	199	2,395	1.21%	2.02%	197	2,163	1.16%	1.83%	190	2,210	1.18%	1.87%	193	4,631	1.47%	3.91%	240
3521010	Brampton, ON (CY)	596,084	3.09%	1,811	1.21%	0.30%	39	2,246	1.13%	0.38%	37	1,887	1.02%	0.32%	33	1,568	0.84%	0.26%	27	4,507	1.43%	0.76%	46
3530010	Cambridge, ON (CY)	114,129	0.59%	1,699	1.14%	1.49%	192	1,565	0.79%	1.37%	133	1,825	0.98%	1.60%	166	1,618	0.87%	1.42%	146	3,768	1.20%	3.30%	202

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Hamilton - Concession Street 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
34,481	16,895	49.0	17,966	52.1	17,950	52.1	18,554	53.8	21,755	63.1

2020 Hamilton - Concession Street BIA Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	316,643	21,755	6.9	294,888	93.1

**2021 Hamilton - Concession Street 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%	149,341	100%	0.77%	100	222,233	100%	1.15%	100	227,653	100%	1.18%	100	192,577	100%	1.00%	100	330,456	100%	1.71%	100
3525005	Hamilton, ON (C)	483,265	2.50%	103,188	69.10%	21.35%	2760	151,281	68.07%	31.30%	2719	150,733	66.21%	31.19%	2645	133,903	69.53%	27.71%	2777	193,283	58.49%	40.00%	2336
3524002	Burlington, ON (CY)	163,747	0.85%	4,890	3.27%	2.99%	386	9,483	4.27%	5.79%	503	9,074	3.99%	5.54%	470	7,960	4.13%	4.86%	487	15,768	4.77%	9.63%	562
3520005	Toronto, ON (C)	2,568,898	13.31%	4,708	3.15%	0.18%	24	6,431	2.89%	0.25%	22	8,113	3.56%	0.32%	27	6,192	3.22%	0.24%	24	14,770	4.47%	0.57%	34
3521005	Mississauga, ON (CY)	642,951	3.33%	3,278	2.19%	0.51%	66	5,396	2.43%	0.84%	73	5,689	2.50%	0.88%	75	4,322	2.24%	0.67%	67	10,467	3.17%	1.63%	95
3528018	Haldimand County, ON (CY)	41,702	0.22%	4,392	2.94%	10.53%	1361	5,882	2.65%	14.11%	1225	6,127	2.69%	14.69%	1246	4,938	2.56%	11.84%	1187	10,058	3.04%	24.12%	1409
3529006	Brantford, ON (CY)	85,464	0.44%	2,102	1.41%	2.46%	318	3,928	1.77%	4.60%	399	4,884	2.15%	5.72%	485	3,839	1.99%	4.49%	450	7,915	2.40%	9.26%	541
3521010	Brampton, ON (CY)	596,084	3.09%	3,089	2.07%	0.52%	67	3,115	1.40%	0.52%	45	3,711	1.63%	0.62%	53	2,767	1.44%	0.46%	47	7,557	2.29%	1.27%	74
3526053	St. Catharines, ON (CY)	118,411	0.61%	1,370	0.92%	1.16%	150	2,767	1.25%	2.34%	203	3,496	1.54%	2.95%	250	2,542	1.32%	2.15%	215	6,013	1.82%	5.08%	297
3524001	Dakville, ON (T)	174,424	0.90%	1,613	1.08%	0.92%	120	2,959	1.33%	1.70%	147	3,682	1.62%	2.11%	179	2,168	1.13%	1.24%	125	5,652	1.71%	3.24%	189
3528052	Norfolk County, ON (CY)	57,999	0.30%	1,008	0.67%	1.74%	225	2,191	0.99%	3.78%	328	3,452	1.52%	5.95%	505	1,496	0.78%	2.58%	259	4,440	1.34%	7.66%	447

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2021 Hamilton - Concession Street 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
34,481	13,562	39.3	14,295	41.5	14,422	41.8	17,404	50.5	17,609	51.1

**2021 Hamilton - Concession Street BIA Visitors Within vs Outside Trade Area
Benchmark: Canada**

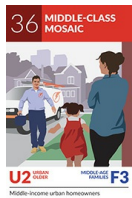
Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	332,967	17,609	5.3	315,358	94.7

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



Rank: 1
 Customers: 33,314
 Customers %: 11.08
 % in Benchmark: 4.63
 Index: 239

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: 2
 Customers: 22,389
 Customers %: 7.45
 % in Benchmark: 1.45
 Index: 515

Reflecting the increasing flow of immigrants beyond Toronto and Vancouver, Middle-Class Mosaic consists of middle-class homeowners and their families living in established neighbourhoods. The segment features a mix of couples, lone-parent households and larger-than-average families with children of all ages; nearly one in five is over 25. Middle-Class Mosaic is also a destination for first- and second-generation Canadians drawn to affordable, older single- and semi-detached houses. More than a third of the population are visible minorities, including Filipinos, South Asians, Arabs and blacks. Moderately educated, residents work at solid blue-collar and service sector jobs in manufacturing, transportation and the trades. And with maintainers ranging in age from 35 to 64, residents are happy with a night out at a dinner theatre, casino or casual family restaurant. To keep fit, they head to a health club or swimming pool. And they're fond of travelling to western Canada, Mexico and the U.S., visiting places like Vancouver, Las Vegas and Hawaii. While their future looks bright, they worry about the effects of technology on society, scoring high for the value Technology Anxiety.



Rank: 3
 Customers: 17,602
 Customers %: 5.85
 % in Benchmark: 4.68
 Index: 125

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.



Rank: 4
 Customers: 14,115
 Customers %: 4.69
 % in Benchmark: 5.19
 Index: 90

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: 5
 Customers: 12,523
 Customers %: 4.17
 % in Benchmark: 4.16
 Index: 100

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.

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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