

Community Profile: Hamilton – Hess Village

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

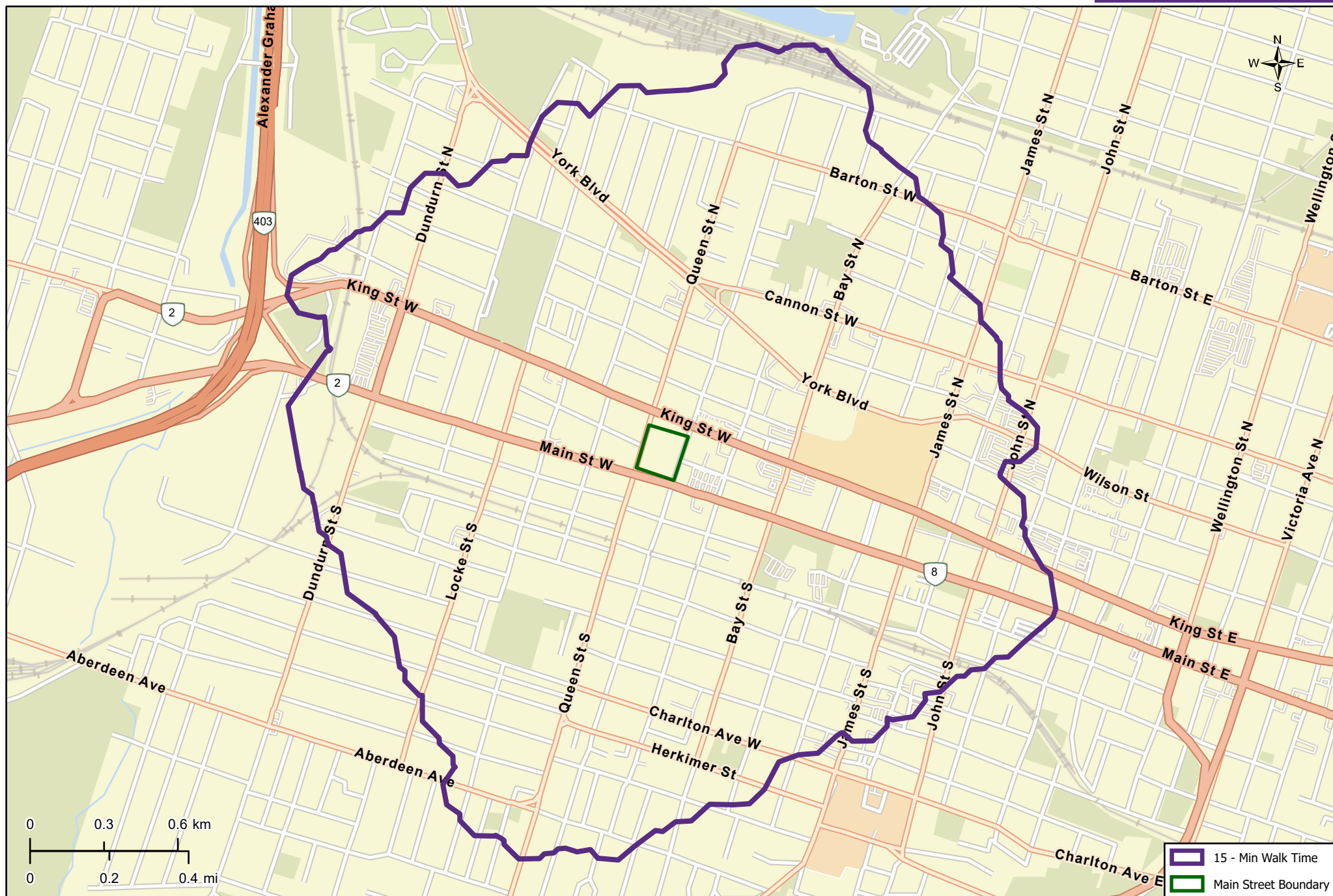
Confidential

Date: February 10, 2022

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Hamilton - Hess Village
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Hess Village

POPULATION

28,470

HOUSEHOLDS

16,012

MEDIAN MAINTAINER AGE

47

Index: 86

MARITAL STATUS



38.0%

Index: 66

Married/Common-Law

FAMILY STATUS*

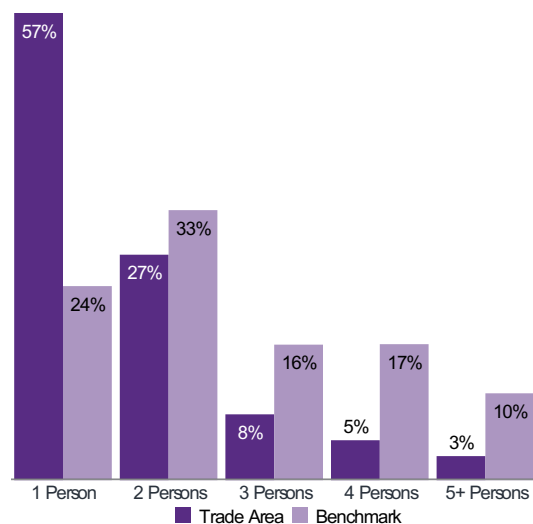


40.5%

Index: 145

Single (Never Legally Married)

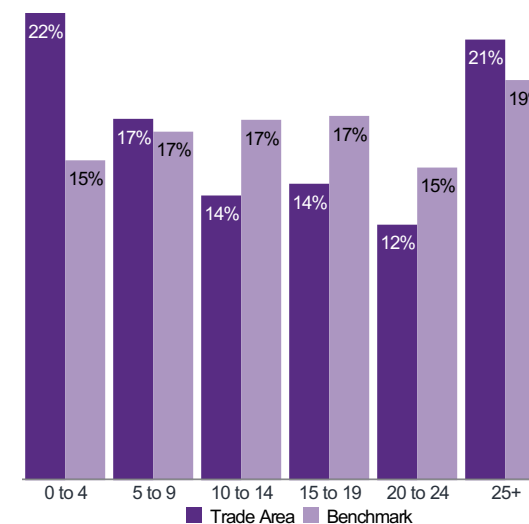
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	1,169	4.1	81
5 to 9	957	3.4	62
10 to 14	770	2.7	48
15 to 19	878	3.1	52
20 to 24	1,956	6.9	103
25 to 29	3,354	11.8	168
30 to 34	3,289	11.6	174
35 to 39	2,521	8.9	137
40 to 44	1,740	6.1	99
45 to 49	1,527	5.4	85
50 to 54	1,589	5.6	85
55 to 59	1,709	6.0	83
60 to 64	1,830	6.4	96
65 to 69	1,653	5.8	103
70 to 74	1,320	4.6	97
75 to 79	829	2.9	88
80 to 84	624	2.2	100
85+	758	2.7	120

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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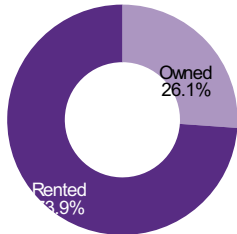
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Hess Village

Population: 28,470 | Households: 16,012

TENURE



STRUCTURE TYPE



Houses

18.1%

Index: 23



Apartments

81.5%

Index: 369

AGE OF HOUSING*

60+ Years Old

% Comp: 41.8 Index: 202

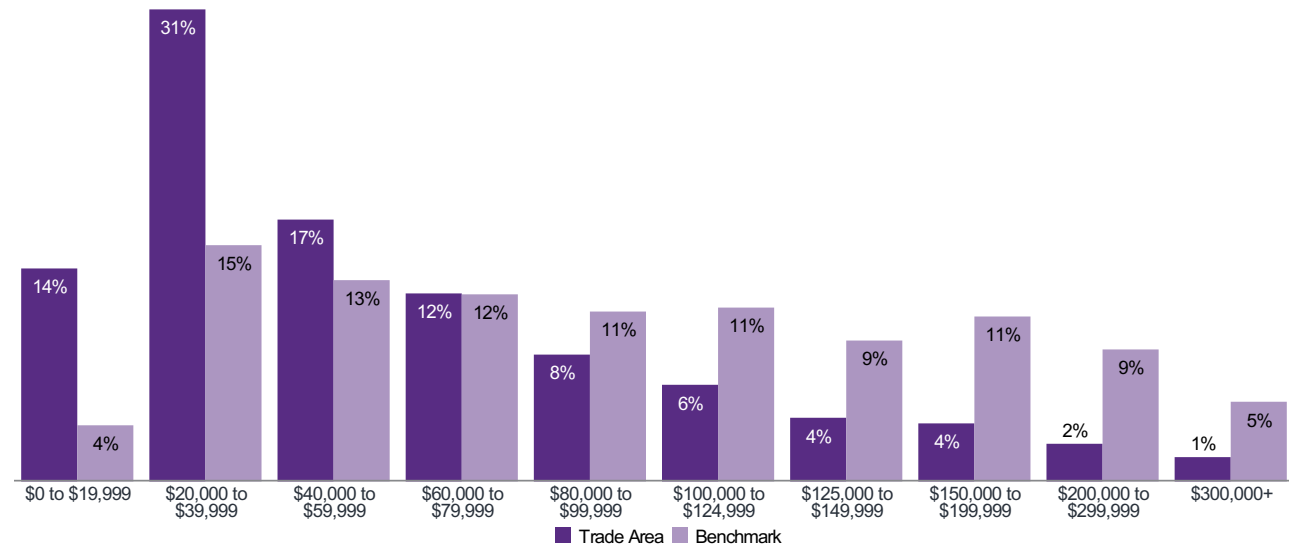
AVERAGE HOUSEHOLD INCOME



\$65,411

Index: 57

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Hess Village

Population: 28,470 | Households: 16,012

EDUCATION



34.7%

Index:130

University Degree

LABOUR FORCE PARTICIPATION



60.9%

Index:93

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



21.8%

Index:60

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

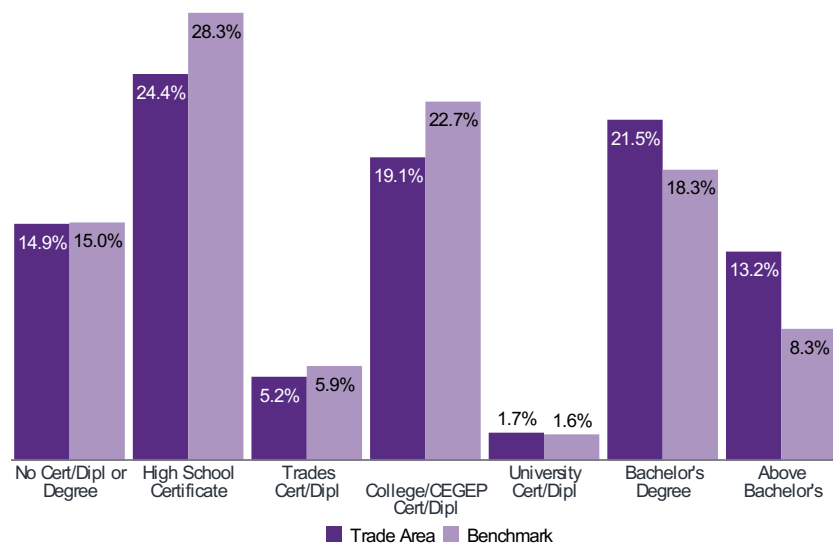


10.6%

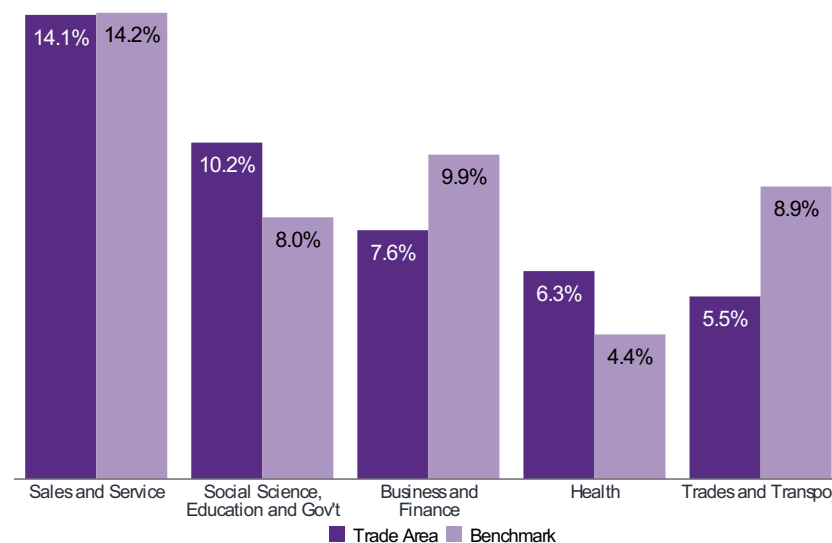
Index:244

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

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*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Hess Village

Population: 28,470 | Households: 16,012

ABORIGINAL IDENTITY



2.4%
Index: 102

VISIBLE MINORITY PRESENCE



33.1%
Index: 114

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



3.8%
Index: 188

No knowledge of
English or French

IMMIGRATION



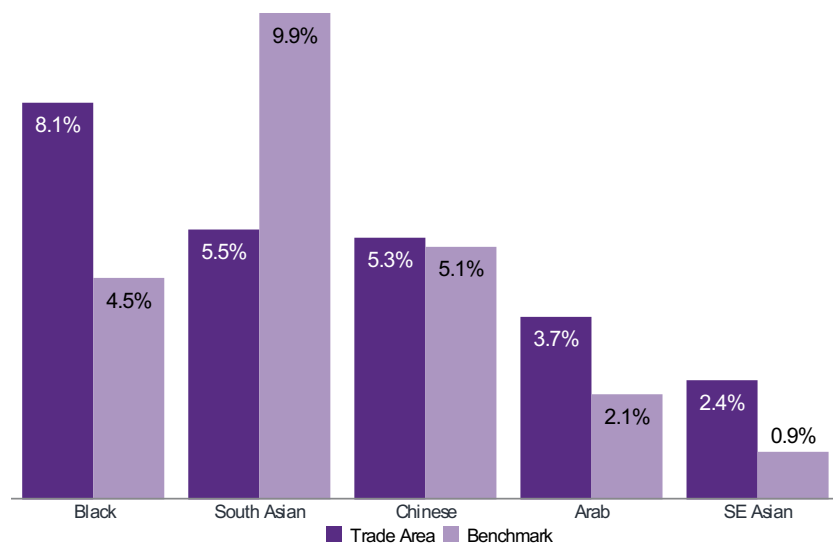
28.6%
Index: 108

Born outside Canada

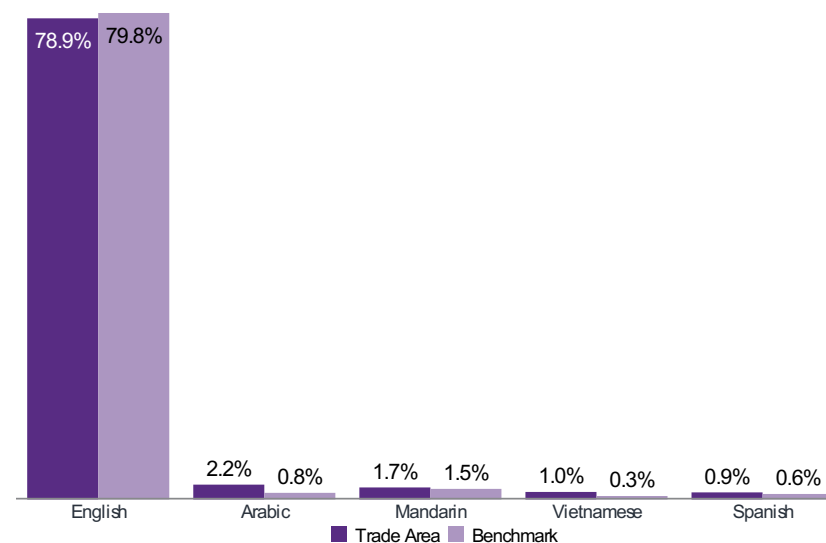
PERIOD OF IMMIGRATION*

2011 To 2016
5.7% Index: 231

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

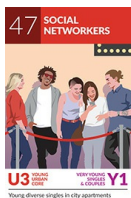
Index Colours: <80 80 - 110 110+

Top 5 segments represent **75.6%** of households in Hamilton - Hess Village



Rank: 1
Hhlds: 5,310
Hhld %: 33.16
% in Benchmark: 3.77
Index: 879

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



Rank: 2
Hhlds: 3,810
Hhld %: 23.79
% in Benchmark: 1.30
Index: 1,827

The youngest of all the segments, Social Networkers is a transient world of diverse singles living in older or recently built city apartments. With two-thirds of residents unattached, it is also the most single, contributing to the emergence of single-person households as the most common living arrangement in Canada. In these crowded neighbourhoods found in two dozen large cities, more than 45 percent of maintainers are under 35 years old. More than 90 percent live in apartments—typically high-rise buildings. Social Networkers are ethnically diverse, with 50 percent of the population identifying as visible minorities, including Chinese, South Asians, blacks and Filipinos. With their mixed educations—ranging from high school to university—they hold jobs in education, the arts, science and sales. And though household incomes are low, these residents have time and promising careers on their side. For now, however, the above-average cost of downtown real estate keeps this group renting and mobile; two-thirds have moved in the last five years, but you'll usually find them at bars, dance clubs, film festivals and food and wine shows. The marketing messages they respond to reflect their non-stop Pursuit of Intensity.



Rank: 3
Hhlds: 1,105
Hhld %: 6.90
% in Benchmark: 0.52
Index: 1,325

Indieville is a classic urban hodgepodge: a mix of younger and middle-aged maintainers, singles and couples, and first- and second-generation Canadians. Drawn to the vibrant, urban core of the nation's big cities, a significant portion of these residents live in Toronto and nearly half are single, divorced or separated. This is a smart group: nearly 40 percent are university educated and members are twice as likely as average Canadians to hold master's degrees. But their average incomes—mostly from white-collar and service sector jobs in the arts, education and science—indicate that they're on the lower rungs of the career ladder. Half of all households are headed by maintainers under 45 years old, and residents typically live in older, low-rise apartments, duplexes and semi-detached dwellings. For many, Indieville is just the latest stop on an upwardly mobile journey; nearly 45 percent have moved in the last five years. Residents have a penchant for the latest technology and enjoy shopping online for books, music, fashion and groceries, all of which is not surprising given their age, education and high scores of Ostentatious Consumption.



Rank: 4
Hhlds: 1,064
Hhld %: 6.64
% in Benchmark: 2.06
Index: 323

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: 5
Hhlds: 815
Hhld %: 5.09
% in Benchmark: 1.77
Index: 288

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 - Hess Village



Strong Values

Values	Index
Ecological Concern	131
Flexible Families	123
Intuition & Impulse	122
Culture Sampling	121
Active Government	120
Rejection of Authority	120
Sexual Permissiveness	120
Global Consciousness	118
Primacy of Environmental Protection	118
Consumptivity	115



Descriptions | Top 3 Strong Values

Ecological Concern

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

Flexible Families

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

Intuition & Impulse

A way of understanding and transacting with the world that largely leaves aside controlled and critical, rational thought. A tendency to be guided less by reason and logic than by one's emotions and feelings. Also, tendencies to be impulsive and spontaneous, able to change one's opinions easily.



Weak Values

Values	Index
Attraction to Nature	74
Legacy	74
Religiosity	80
Traditional Family	83
Utilitarian Consumerism	83
Primacy of the Family	84
Obedience to Authority	86
Parochialism	87
Technology Anxiety	88
Social Darwinism	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.

Legacy

Desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance.

Religiosity

Placing great importance on religion as a construct which guides one's life. Also, placing great significance on having an affiliation with an organized religious faith. Tendency to consider that religion represents the essential values and education that should be transmitted to the next generation. (Note: Lower scores on this construct should be construed not as anti-religious, but as "Apatheistic").

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Hess Village

WealthScapes Households: 15,864

INCOME*

Household Income

\$ 65,110

Index: **56**

Household Disposable Income

\$ 53,615

Index: **59**

Household Discretionary Income

\$ 36,450

Index: **57**

Annual RRSP Contributions

\$ 1,579

Index: **44**

WEALTH*



Net Worth

% Holders

98.9% Index: **99**

Balance

\$288,523

Index: **39**

ASSETS*



Savings

% Holders

93.3% Index: **98**

Balance

\$45,999

Index: **60**



Investments

% Holders

45.5% Index: **76**

Balance

\$216,061

Index: **64**



Unlisted Shares

% Holders

10.4% Index: **84**

Balance

\$227,654

Index: **72**



Real Estate

% Holders

29.6% Index: **39**

Balance

\$563,207

Index: **75**



Liquid Assets

% Holders

96.0% Index: **98**

Balance

\$172,850

Index: **52**

DEBT*



Consumer Debt

% Holders

86.3% Index: **95**

Balance

\$27,492

Index: **41**



Mortgage Debt

% Holders

17.4% Index: **38**

Balance

\$270,423

Index: **91**

FINANCIAL RATIO



Debt:Asset

% Holders

0.20% Index: **94**

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: Hamilton - Hess Village

WealthScapes Households: 15,864

FINANCIAL RATIOS*



Debt: Asset

0.20

Index: 94



Debt: Liquid Assets

0.43

Index: 70



Consumer Debt - Discr. Income

0.65

Index: 70



Savings - Investments

0.69

Index: 114



Pension - Non-Pension Assets

0.30

Index: 136



Real Estate Assets - Liq. Assets

1.00

Index: 57



Mortgage - Real Estate Assets

0.28

Index: 117



Mortgage - Consumer Debt

1.99

Index: 87

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Hess Village

Households: 16,012

Total Aggregate Current Consumption: \$770,058,681

Average Current Consumption

\$48,093

Index 59

Average Household Income

\$65,111

Index 57

Average Disposable Income

\$53,210

Index 59



Shelter

Avg. Dollars/Household Pct. of Total Expenditure
\$13,155 27.4%
Index 63 Index 106



Food

Avg. Dollars/Household Pct. of Total Expenditure
\$8,361 17.4%
Index 65 Index 111



Transportation

Avg. Dollars/Household Pct. of Total Expenditure
\$6,350 13.2%
Index 46 Index 78



Health Care

Avg. Dollars/Household Pct. of Total Expenditure
\$3,144 6.5%
Index 57 Index 98



Household Operation

Avg. Dollars/Household Pct. of Total Expenditure
\$3,131 6.5%
Index 55 Index 93



Recreation

Avg. Dollars/Household Pct. of Total Expenditure
\$2,766 5.8%
Index 58 Index 98



Tobacco and Alcohol

Avg. Dollars/Household Pct. of Total Expenditure
\$2,427 5.0%
Index 68 Index 116



Clothing

Avg. Dollars/Household Pct. of Total Expenditure
\$2,145 4.5%
Index 65 Index 110



Household Furnishings

Avg. Dollars/Household Pct. of Total Expenditure
\$1,863 3.9%
Index 47 Index 79

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+

Expenditures | Foodspend - Annual Household Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Hess Village

Households: 16,012

Average Household Income

\$65,111

Index: 57

Average Food Expenditure

\$8,361

Index: 65

Average Spend on Food from Restaurants

\$2,982









Index: 74

Average Spend on Food from Stores

\$5,379

Index: 61

Total Aggregate Food Expenditure: \$ 133,879,283

 Bakery Avg. Dollars/Household \$553 Index: 63 Pct. of Total Expenditure 10.3% Index: 103		 Cereal Products Avg. Dollars/Household \$330 Index: 65 Pct. of Total Expenditure 6.1% Index: 105		 Fruit and nuts Avg. Dollars/Household \$691 Index: 63 Pct. of Total Expenditure 12.8% Index: 103	
 Vegetables Avg. Dollars/Household \$578 Index: 62 Pct. of Total Expenditure 10.7% Index: 102		 Dairy products & Eggs Avg. Dollars/Household \$805 Index: 63 Pct. of Total Expenditure 15.0% Index: 102		 Meat Avg. Dollars/Household \$888 Index: 56 Pct. of Total Expenditure 16.5% Index: 92	
 Fish & Seafood Avg. Dollars/Household \$175 Index: 60 Pct. of Total Expenditure 3.2% Index: 97		 Beverages & Other Food Avg. Dollars/Household \$1,360 Index: 62 Pct. of Total Expenditure 25.3% Index: 100			

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: Hamilton - Hess Village

Household Population 14+: 24,859

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	15.0	11.0	136
Going to restaurants, bars or night clubs	56.2	55.1	102
Having physical Contact with family and friends	58.1	57.7	101
Participating in group activities	40.0	38.7	103
Partying	19.8	15.8	126
Seeing family and friends in person	62.7	62.8	100
Entertainment			
Attending events, festivals or concerts	43.0	42.9	100
Attending sports events (excludes professional sports)	16.4	18.2	90
Attending to professional sports events or games	27.3	25.4	108
Going to the movies	47.4	45.7	104
Movement & Travel			
Driving more	14.4	16.1	90
Shopping in-store	41.7	42.9	97
Spending time outdoors	34.2	32.5	105
Travelling outside of Canada/ abroad	53.3	53.2	100
Travelling within Canada	50.2	49.9	101
Using public transit	18.4	13.7	134
Personal			
Getting back to old habits	36.1	36.2	100
Going to a salon, barber shop or spa	32.8	33.7	97
Going to the gym	25.3	22.6	112
Education/Work			
Children going back to school	14.1	20.3	69
Going back to work	18.5	17.6	105
Other			
Not Stated	0.3	0.6	61

Benchmark: Southern Ontario

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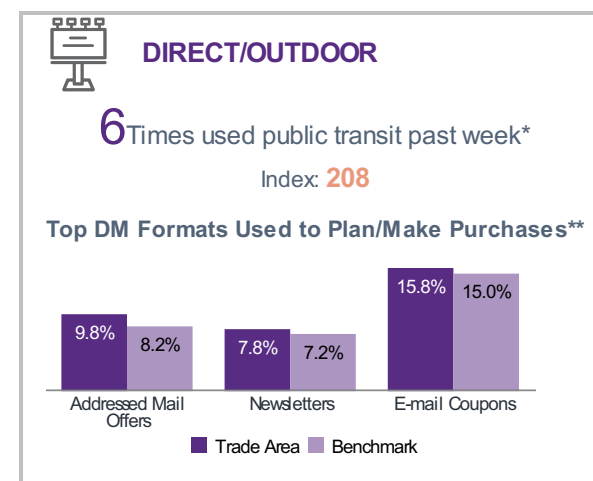
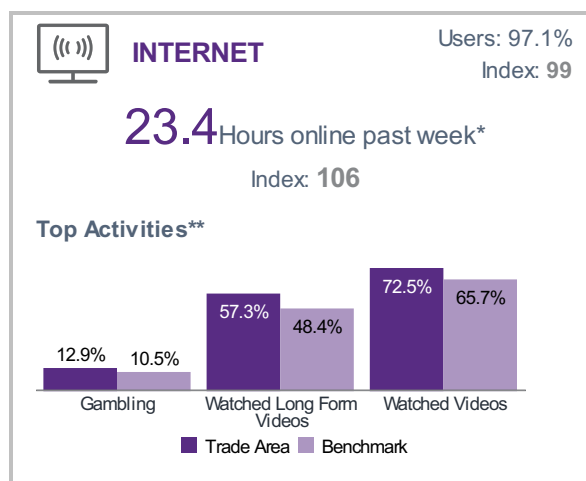
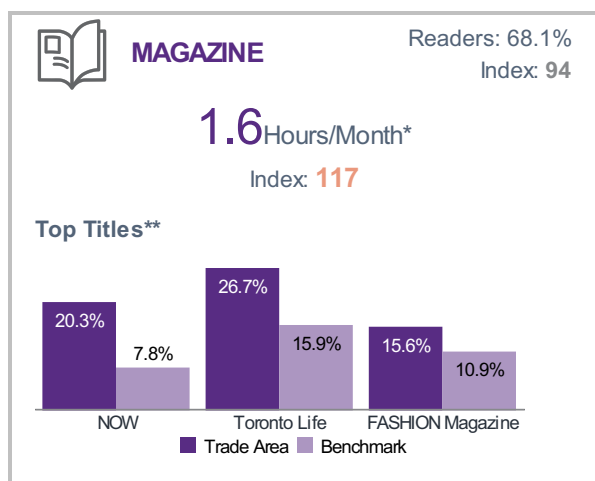
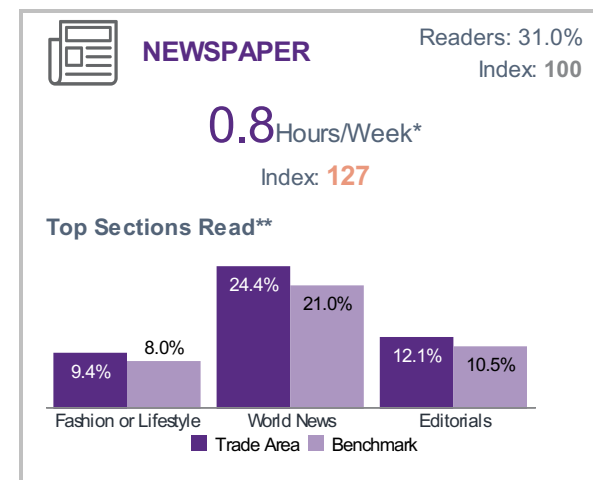
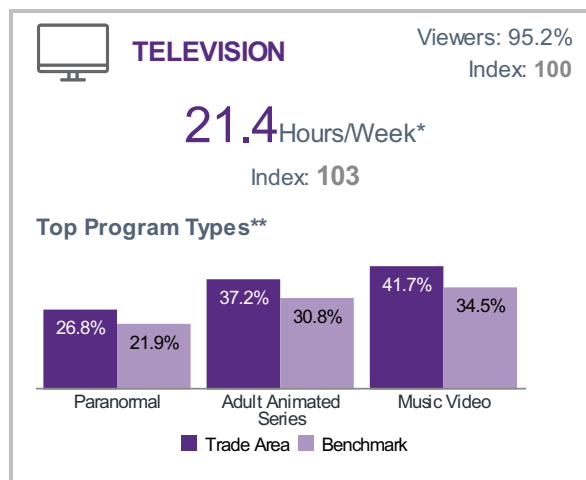
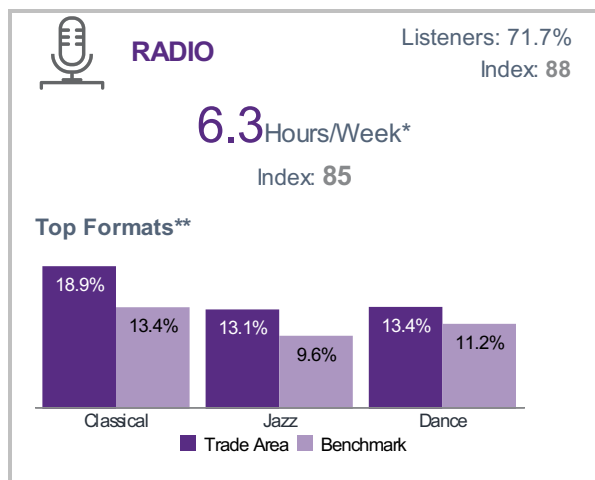
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Hess Village

Household Population 14+: 24,859



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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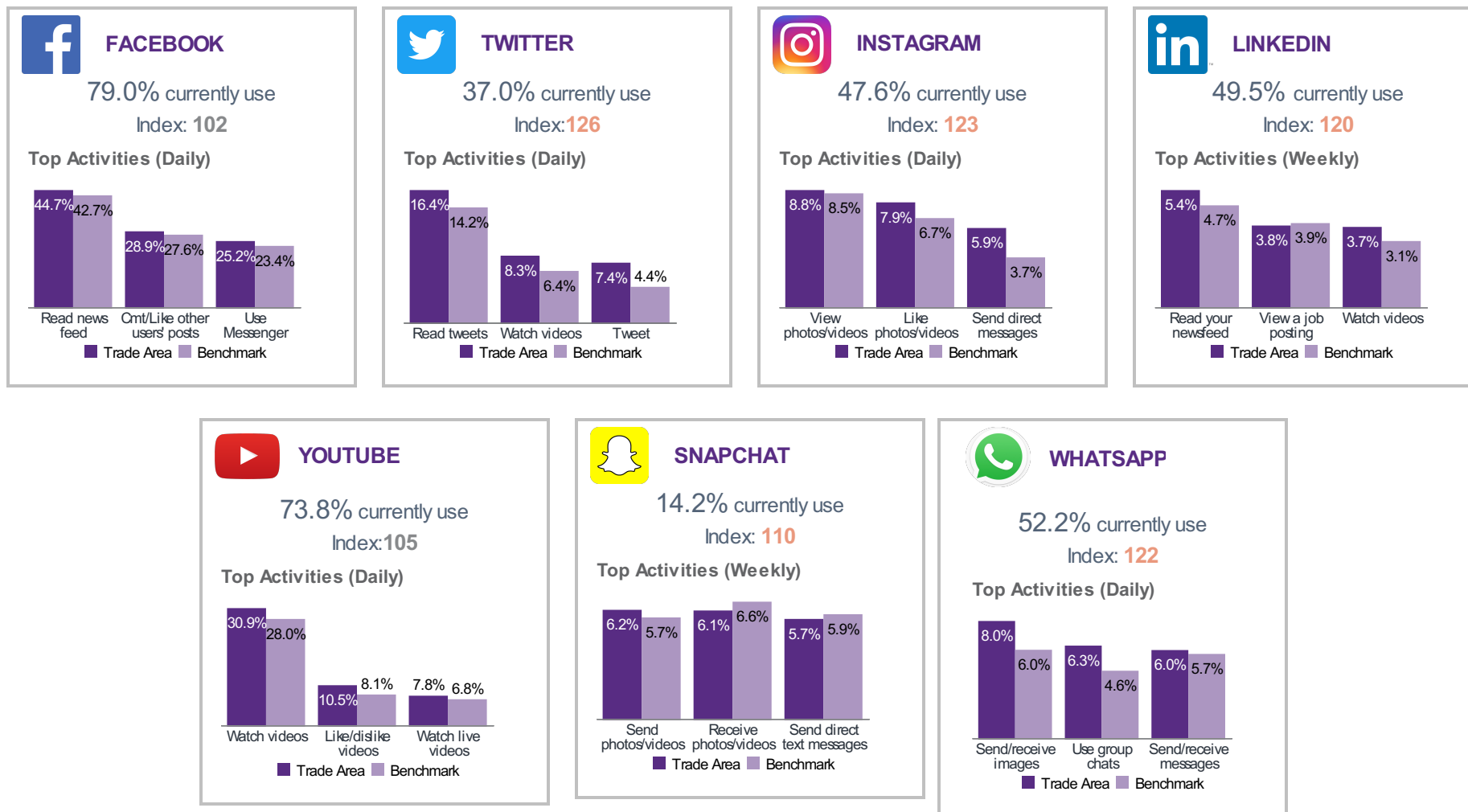
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Hess Village

Household Population 18+: 24,242



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

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Hess Village

Household Population 18+: 24,242

FRIENDS IN ALL SM NETWORKS



31.7%

Index:89

0-49 friends

FREQUENCY OF USE (DAILY)



57.6%

Index:103

Facebook

BRAND INTERACTION



37.7%

Index:110

Like brand on Facebook

NO. OF BRANDS INTERACTED

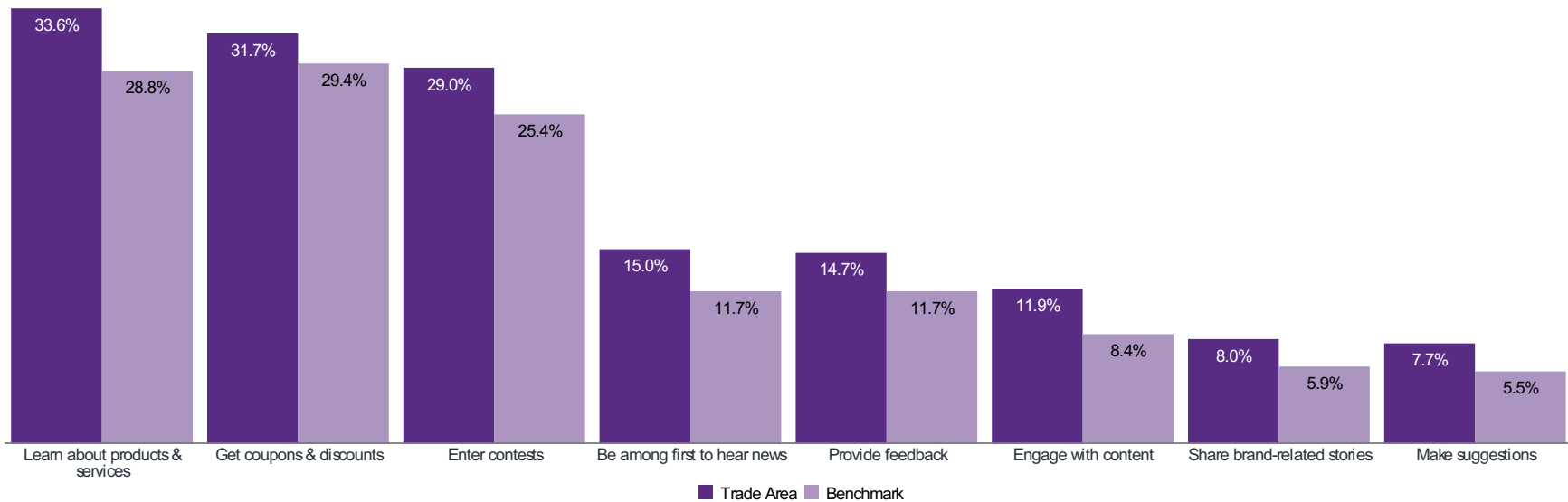


28.7%

Index:94

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+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Hess Village

Total Household Population 18+:24,242



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

% Comp 86.3 Index 98



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

% Comp 49.5 Index 102



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

% Comp 82.2 Index 98



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

% Comp 39.7 Index 97



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

% Comp 56.5 Index 100



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

% Comp 29.6 Index 98

Benchmark: Southern Ontario

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Ranked by percent composition.

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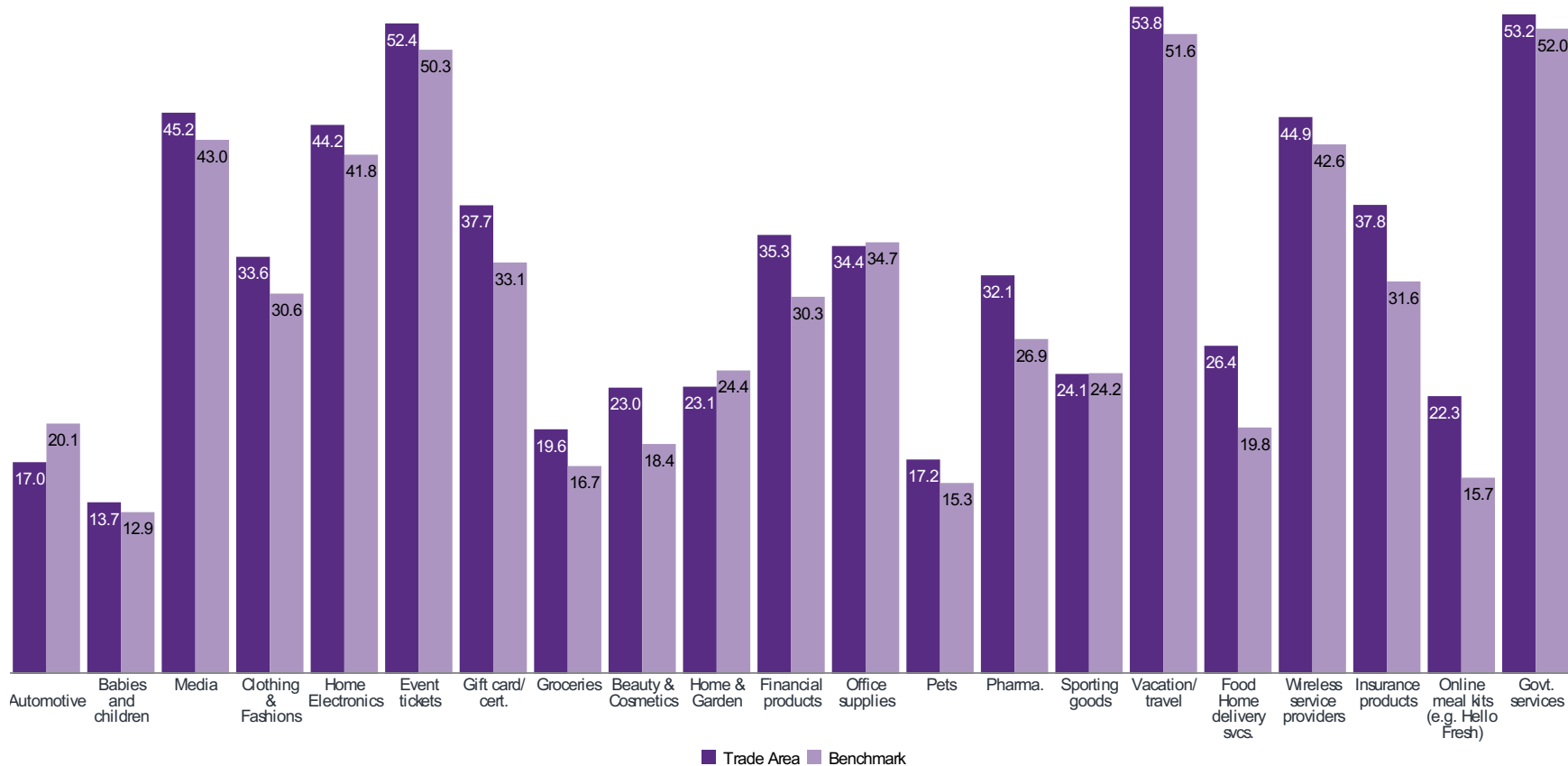
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Hess Village

Total Household Population 18+:24,242

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

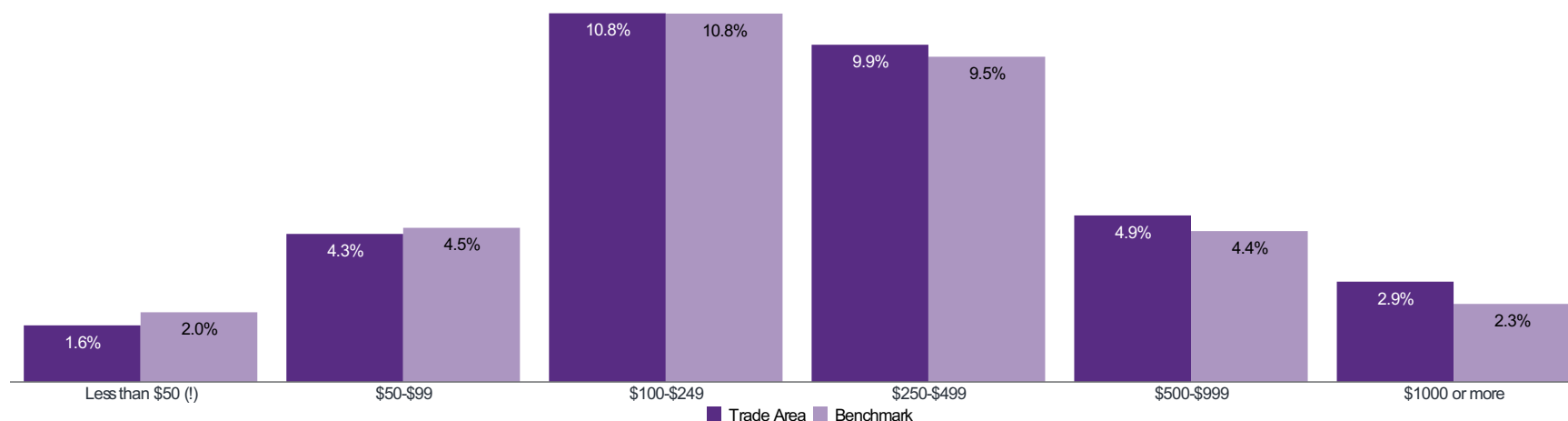
Trade Area: Hamilton - Hess Village

Total Household Population 18+: 24,242

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	60.1% Index:98	40.9% Index:111	15.6% Index:127	4.0% Index:127
Purchase preference	72.7% Index:96	33.6% Index:110	12.0% Index:122	4.0% Index:155
Customer Service	59.2% Index:96	22.2% Index:124	9.3% Index:162	20.8% Index:96

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

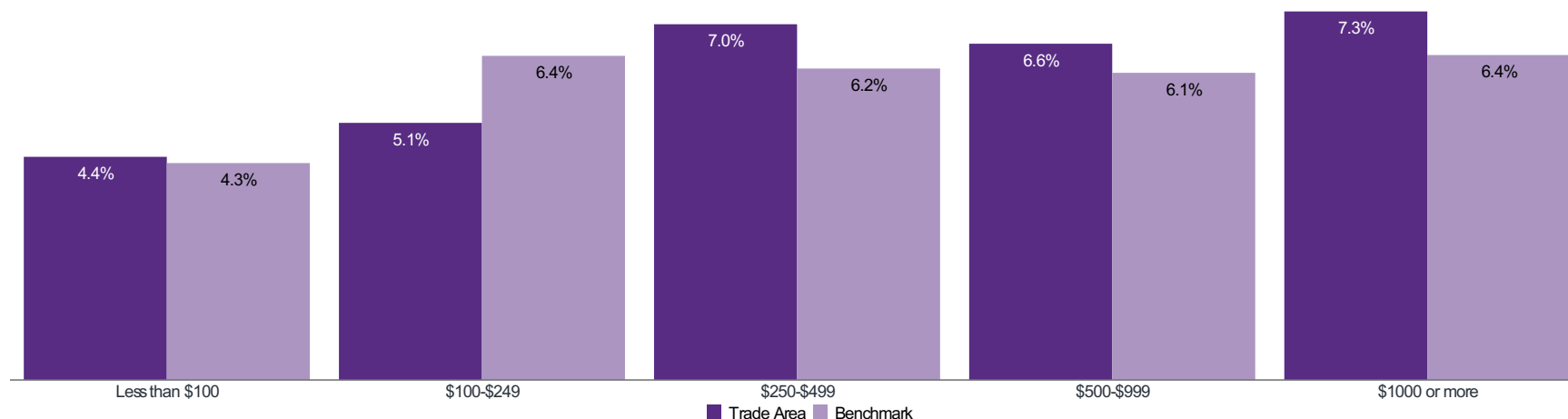
Trade Area: Hamilton - Hess Village

Total Household Population 18+: 24,242

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	48.1% Index: 96	55.4% Index: 101	17.5% Index: 112	9.6% Index: 117
Purchase preference	62.2% Index: 91	44.2% Index: 106	13.6% Index: 124	6.5% Index: 100
Customer Service	52.4% Index: 93	29.5% Index: 119	9.6% Index: 130	35.4% Index: 96

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Gift Cards Deep Dive

ENVIRONICS
ANALYTICS

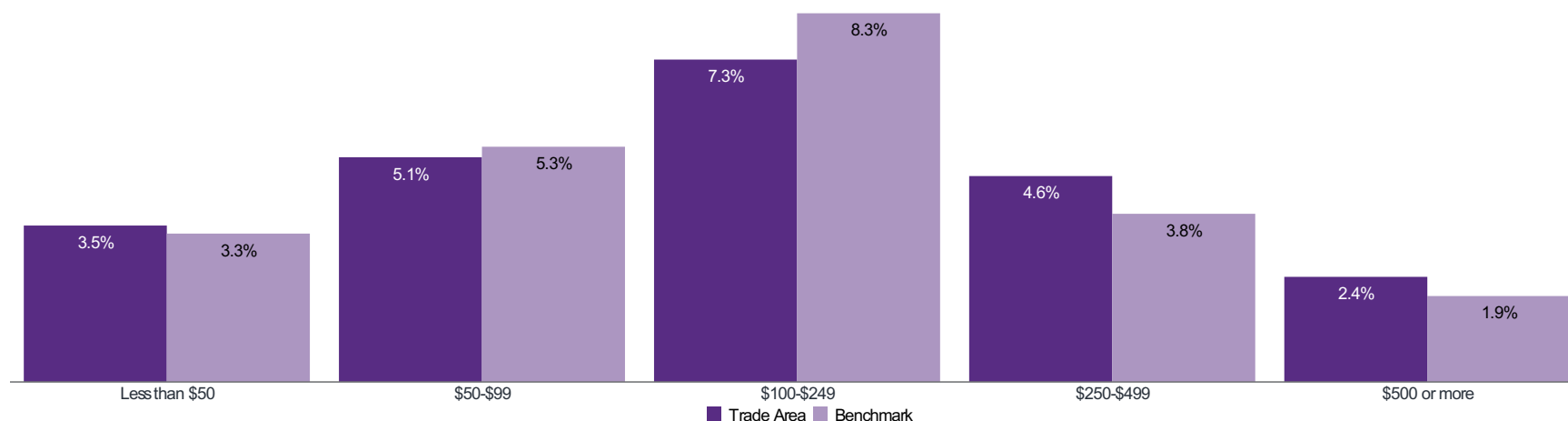
Trade Area: Hamilton - Hess Village

Total Household Population 18+: 24,242

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	42.5% Index:89	41.9% Index:119	13.4% Index:122	4.9% Index:138
Purchase preference	54.8% Index:91	37.7% Index:114	10.8% Index:124	3.7% Index:120
Customer Service	38.6% Index:91	24.1% Index:118	7.7% Index:126	27.5% Index:99

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

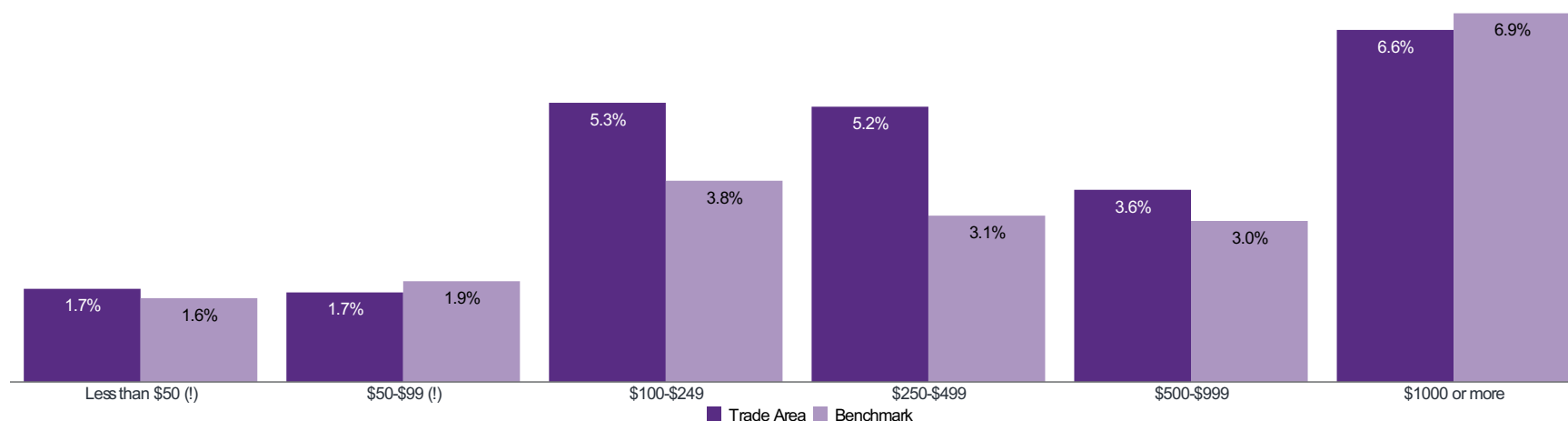
Trade Area: Hamilton - Hess Village

Total Household Population 18+: 24,242

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	68.8% Index:95	28.0% Index:114	13.4% Index:120	4.7% Index:174
Purchase preference	80.7% Index:97	19.6% Index:118	8.1% Index:130	3.3% Index:136
Customer Service	64.9% Index:93	15.8% Index:138	5.5% Index:139	17.9% Index:96

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

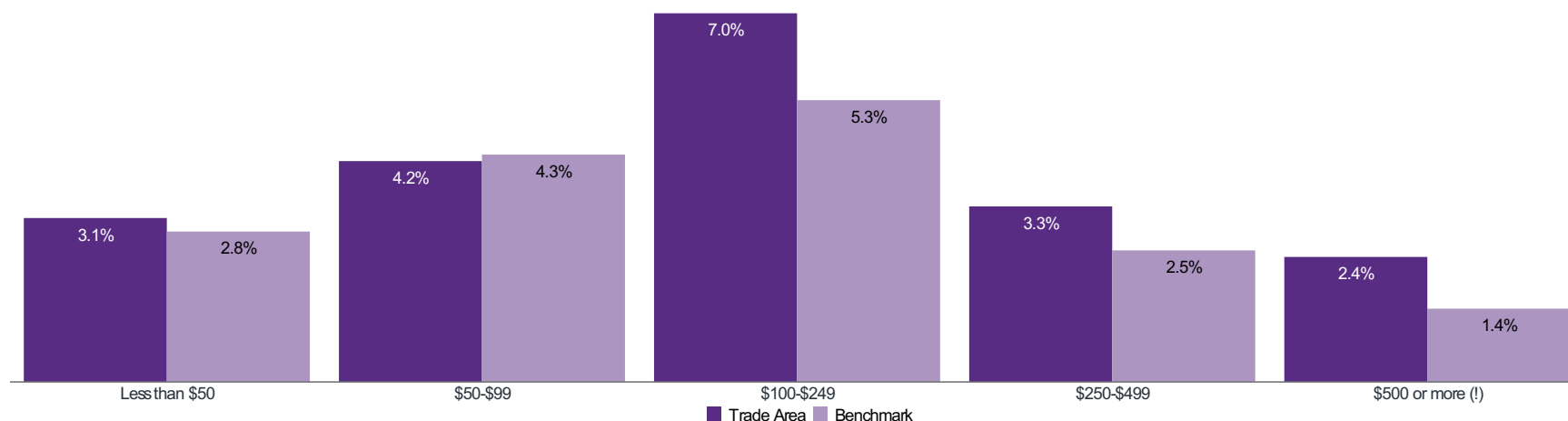
Trade Area: Hamilton - Hess Village

Total Household Population 18+: 24,242

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	38.6% Index:109	28.2% Index:128	11.2% Index:137	4.7% Index:166
Purchase preference	48.2% Index:104	23.0% Index:125	9.7% Index:151	3.7% Index:163
Customer Service	38.0% Index:105	16.8% Index:134	5.9% Index:135	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+


Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Hess Village

Total Household Population 18+: 24,242

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	42.8% Index:83	34.7% Index:92	11.0% Index:97	5.5% Index:96
Purchase preference	55.9% Index:82	23.1% Index:95	9.3% Index:133	3.9% Index:108
Customer Service	43.3% Index:80	18.2% Index:114	6.7% Index:140	17.4% Index:76

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+

Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

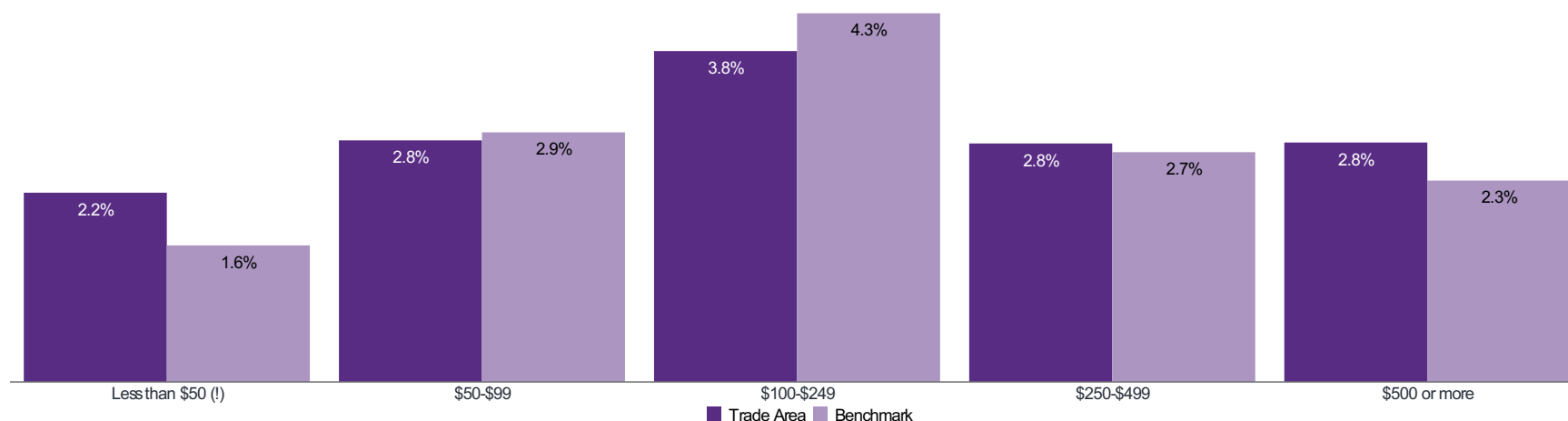
Trade Area: Hamilton - Hess Village

Total Household Population 18+: 24,242

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	35.7% Index:92	32.3% Index:100	11.8% Index:113	5.8% Index:148
Purchase preference	45.4% Index:87	24.1% Index:100	9.3% Index:123	3.5% Index:116
Customer Service	37.9% Index:91	18.0% Index:119	6.7% Index:130	17.5% Index:86

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

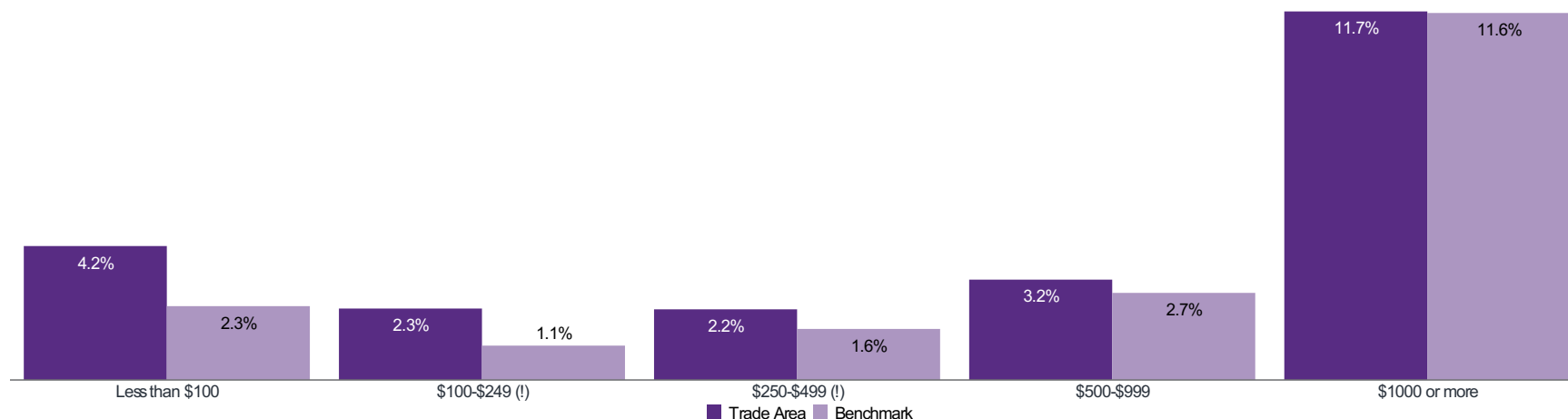
Trade Area: Hamilton - Hess Village

Total Household Population 18+: 24,242

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	18.8% Index:92	60.6% Index:104	18.3% Index:122	13.8% Index:86
Purchase preference	25.1% Index:87	53.8% Index:104	9.3% Index:121	14.1% Index:79
Customer Service	28.8% Index:99	31.9% Index:116	8.8% Index:127	41.8% 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+

Store Loyalty

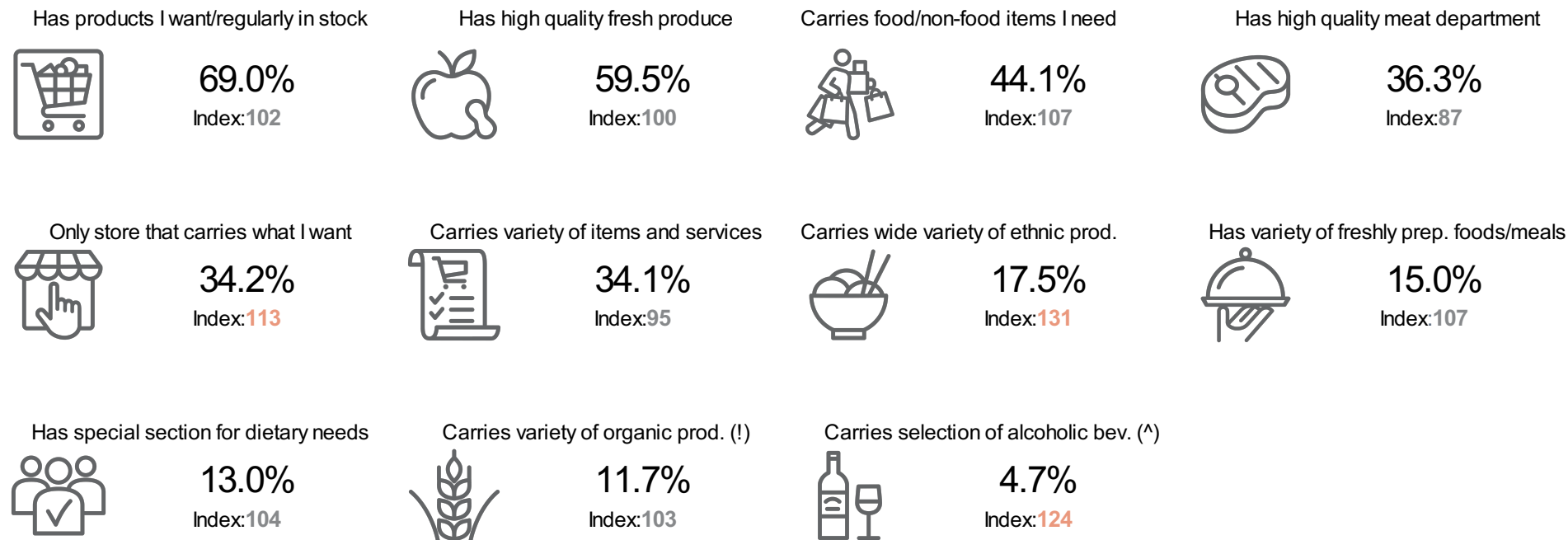
ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Hess Village

Households: 16,012

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: Hamilton - Hess Village

Households: 16,012

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



68.8%

Index: 115

Easy to get in and get out quickly



44.9%

Index: 104

Organized layout makes it easy to shop



41.9%

Index: 101

Staff are friendly and knowledgeable



34.6%

Index: 102

Short checkout lines/fast checkout



33.5%

Index: 94

Has extended hours



27.0%

Index: 98

I like the store ambiance



24.9%

Index: 125

Has self-checkout



16.2%

Index: 118

Offers an online shopping option (!)



8.7%

Index: 98

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 - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - Hess Village

Households: 16,012

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



68.1%

Index: 103

Store has the lowest prices overall



67.4%

Index: 116

Store has great sales and promotions



64.0%

Index: 95

Store has a customer loyalty card program



48.2%

Index: 97

Has loyalty prog. app and offers pers. promos



32.7%

Index: 111

I'm loyal to their store brands



23.6%

Index: 103

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	44.0	40.2	0.4 110
Leave the store and buy it elsewhere	28.1	30.9	0.4 91
Purchase another brand	21.1	21.2	0.4 99
Purchase another size or variety of the same brand (!)	6.9	7.7	0.3 89

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 - Hess Village 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%	106,885	100%	0.55%	100	107,966	100%	0.56%	100	63,161	100%	0.33%	100	112,727	100%	0.58%	100	186,183	100%	0.96%	100
3525005	Hamilton, ON (C)	483,265	2.50%	70,248	65.72%	14.54%	2625	68,767	63.69%	14.23%	2544	43,893	69.49%	9.08%	2776	69,487	61.64%	14.38%	2462	106,577	57.24%	22.05%	2286
3524002	Burlington, ON (CY)	163,747	0.85%	6,013	5.63%	3.67%	663	5,787	5.36%	3.53%	632	3,247	5.14%	1.98%	606	7,531	6.68%	4.60%	788	11,566	6.21%	7.06%	732
3520005	Toronto, ON (C)	2,568,898	13.31%	3,790	3.55%	0.15%	27	5,986	5.54%	0.23%	42	2,655	4.20%	0.10%	32	4,028	3.57%	0.16%	27	10,236	5.50%	0.40%	41
3521005	Mississauga, ON (CY)	642,951	3.33%	3,487	3.26%	0.54%	98	4,119	3.81%	0.64%	115	1,513	2.40%	0.24%	72	3,678	3.26%	0.57%	98	6,692	3.59%	1.04%	108
3524001	Oakville, ON (T)	174,424	0.90%	1,925	1.80%	1.10%	199	1,814	1.68%	1.04%	186	673	1.06%	0.39%	118	2,560	2.27%	1.47%	251	4,307	2.31%	2.47%	256
3521010	Brampton, ON (CY)	596,084	3.09%	1,850	1.73%	0.31%	56	1,912	1.77%	0.32%	57	1,100	1.74%	0.18%	56	2,403	2.13%	0.40%	69	4,136	2.22%	0.69%	72
3529006	Brantford, ON (CY)	85,464	0.44%	1,695	1.59%	1.98%	358	1,640	1.52%	1.92%	343	706	1.12%	0.83%	252	2,209	1.96%	2.58%	443	3,342	1.79%	3.91%	405
3526053	St. Catharines, ON (CY)	118,411	0.61%	1,174	1.10%	0.99%	179	1,011	0.94%	0.85%	153	560	0.89%	0.47%	145	1,666	1.48%	1.41%	241	2,571	1.38%	2.17%	225
3528018	Haldimand County, ON (CY)	41,702	0.22%	1,283	1.20%	3.08%	556	1,290	1.19%	3.09%	553	486	0.77%	1.17%	356	1,100	0.98%	2.64%	452	2,242	1.20%	5.38%	557
3530013	Kitchener, ON (CY)	212,928	1.10%	1,220	1.14%	0.57%	104	615	0.57%	0.29%	52	541	0.86%	0.25%	78	1,129	1.00%	0.53%	91	2,155	1.16%	1.01%	105

2019 Hamilton - Hess Village Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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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
24,565	9,590	39.0	9,512	38.7	7,691	31.3	9,406	38.3	11,898	48.4

2019 Hamilton - Hess Village 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	188,899	11,898	6.3	177,001	93.7

2020 Hamilton - Hess Village 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%	30,089	100%	0.16%	100	40,254	100%	0.21%	100	30,928	100%	0.16%	100	50,277	100%	0.26%	100	81,491	100%	0.42%	100
3525005	Hamilton, ON (C)	483,265	2.50%	22,869	76.01%	4.73%	3036	28,060	69.71%	5.81%	2784	22,674	73.31%	4.69%	2928	35,561	70.73%	7.36%	2825	54,518	66.90%	11.28%	2672
3524002	Burlington, ON (CY)	163,747	0.85%	1,772	5.89%	1.08%	694	1,483	3.68%	0.91%	434	1,735	5.61%	1.06%	661	2,742	5.45%	1.67%	643	4,788	5.88%	2.92%	693
3520005	Toronto, ON (C)	2,568,898	13.31%	1,090	3.62%	0.04%	27	1,808	4.49%	0.07%	34	1,082	3.50%	0.04%	26	1,814	3.61%	0.07%	27	3,613	4.43%	0.14%	33
3521005	Mississauga, ON (CY)	642,951	3.33%	440	1.46%	0.07%	44	874	2.17%	0.14%	65	430	1.39%	0.07%	42	819	1.63%	0.13%	49	1,742	2.14%	0.27%	64
3524001	Oakville, ON (T)	174,424	0.90%	323	1.07%	0.19%	119	838	2.08%	0.48%	230	510	1.65%	0.29%	182	759	1.51%	0.43%	167	1,399	1.72%	0.80%	190
3529006	Brantford, ON (CY)	85,464	0.44%	257	0.85%	0.30%	193	731	1.82%	0.86%	410	337	1.09%	0.39%	246	516	1.03%	0.60%	232	1,297	1.59%	1.52%	360
3528018	Haldimand County, ON (CY)	41,702	0.22%	315	1.05%	0.76%	485	539	1.34%	1.29%	620	360	1.16%	0.86%	538	766	1.52%	1.84%	705	1,279	1.57%	3.07%	727
3526053	St. Catharines, ON (CY)	118,411	0.61%	372	1.24%	0.31%	201	677	1.68%	0.57%	274	265	0.86%	0.22%	140	217	0.43%	0.18%	70	901	1.11%	0.76%	180
3530010	Cambridge, ON (CY)	114,129	0.59%	231	0.77%	0.20%	130	460	1.14%	0.40%	193	139	0.45%	0.12%	76	406	0.81%	0.36%	137	891	1.09%	0.78%	185
3526065	Grimsby, ON (T)	25,574	0.13%	228	0.76%	0.89%	573	358	0.89%	1.40%	672	356	1.15%	1.39%	869	270	0.54%	1.05%	405	723	0.89%	2.83%	669

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Hamilton - Hess Village 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
24,565	5,461	22.2	5,242	21.3	4,759	19.4	6,221	25.3	8,951	36.4

2020 Hamilton - Hess Village 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	82,334	8,951	10.9	73,383	89.1

2021 Hamilton - Hess Village 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%	30,325	100%	0.16%	100	72,878	100%	0.38%	100	66,226	100%	0.34%	100	37,783	100%	0.20%	100	111,319	100%	0.58%	100
3525005	Hamilton, ON (C)	483,265	2.50%	22,468	74.09%	4.65%	2959	46,321	63.56%	9.59%	2539	44,455	67.13%	9.20%	2681	27,252	72.13%	5.64%	2881	69,516	62.45%	14.38%	2494
3520005	Toronto, ON (C)	2,568,898	13.31%	1,664	5.49%	0.06%	41	4,462	6.12%	0.17%	46	3,546	5.35%	0.14%	40	1,741	4.61%	0.07%	35	7,581	6.81%	0.30%	51
3524002	Burlington, ON (CY)	163,747	0.85%	757	2.50%	0.46%	294	3,849	5.28%	2.35%	623	3,173	4.79%	1.94%	565	1,347	3.57%	0.82%	420	5,102	4.58%	3.12%	540
3521005	Mississauga, ON (CY)	642,951	3.33%	321	1.06%	0.05%	32	1,756	2.41%	0.27%	72	1,359	2.05%	0.21%	62	858	2.27%	0.13%	68	2,763	2.48%	0.43%	75
3524001	Oakville, ON (T)	174,424	0.90%	480	1.58%	0.28%	175	1,492	2.05%	0.86%	227	1,202	1.82%	0.69%	201	354	0.94%	0.20%	104	2,451	2.20%	1.41%	244
3528018	Haldimand County, ON (CY)	41,702	0.22%	815	2.69%	1.96%	1245	1,672	2.29%	4.01%	1062	1,015	1.53%	2.43%	709	789	2.09%	1.89%	966	2,440	2.19%	5.85%	1015
3529006	Brantford, ON (CY)	85,464	0.44%	338	1.12%	0.40%	252	888	1.22%	1.04%	275	669	1.01%	0.78%	228	933	2.47%	1.09%	558	1,985	1.78%	2.32%	403
3521010	Brampton, ON (CY)	596,084	3.09%	182	0.60%	0.03%	19	990	1.36%	0.17%	44	1,110	1.68%	0.19%	54	557	1.47%	0.09%	48	1,803	1.62%	0.30%	52
3539036	London, ON (CY)	349,526	1.81%	124	0.41%	0.04%	23	657	0.90%	0.19%	50	847	1.28%	0.24%	71	243	0.64%	0.07%	35	1,205	1.08%	0.34%	60
3530010	Cambridge, ON (CY)	114,129	0.59%	110	0.36%	0.10%	62	412	0.56%	0.36%	96	469	0.71%	0.41%	120	424	1.12%	0.37%	190	929	0.83%	0.81%	141

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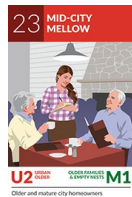
2021 Hamilton - Hess Village Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

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
24,565	4,085	16.6	6,251	25.4	6,963	28.3	6,571	26.8	8,100	33.0

2021 Hamilton - Hess Village 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	113,246	8,100	7.2	105,147	92.8

Top 5 segments represent **32.9%** of customers in Southern Ontario



Rank: 1
Customers: 10,336
Customers %: 10.47
% in Benchmark: 4.63
Index: 226

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: 6,253
Customers %: 6.33
% in Benchmark: 1.45
Index: 438

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: 5,753
Customers %: 5.83
% in Benchmark: 2.75
Index: 212

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: 4
Customers: 5,267
Customers %: 5.33
% in Benchmark: 5.19
Index: 103

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: 4,833
Customers %: 4.89
% in Benchmark: 4.68
Index: 105

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.