Community Profile: Hamilton – International Village BIA

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

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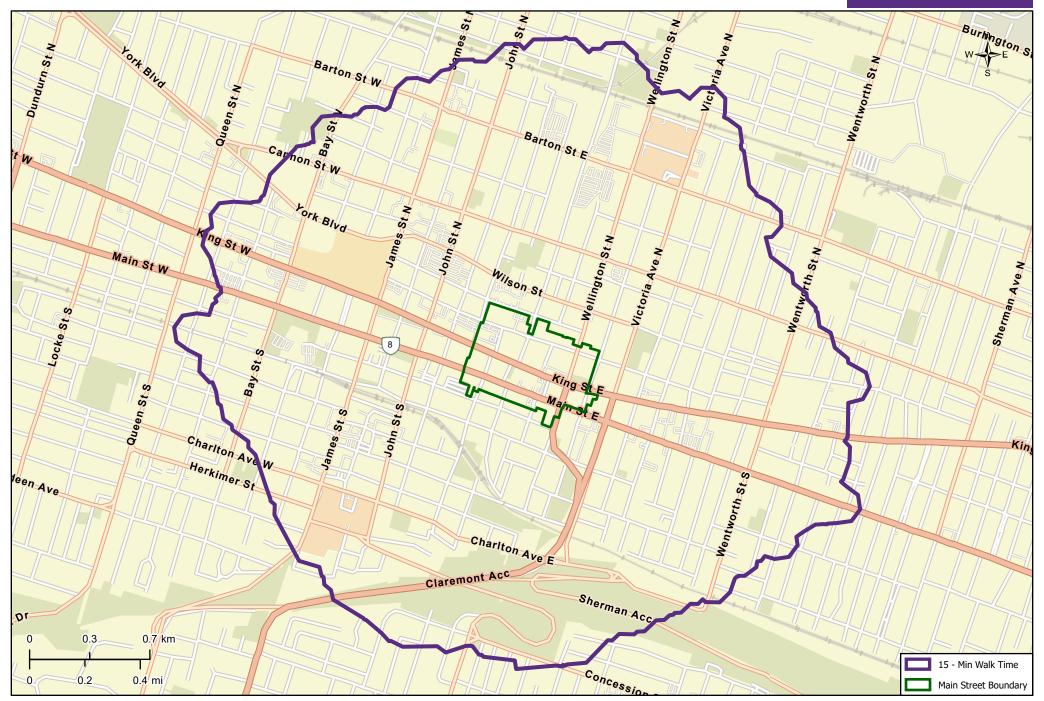
ENVIRONICS
ANALYTICS

15 - Min Walk Time
Main Street Boundary

1

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Hamilton - International Village BIA

POPULATION

40,284

HOUSEHOLDS

21,348

MEDIAN MAINTAINER AGE

47

Index:86

MARITAL STATUS

36.5%

Index: 63

Married/Common-Law

FAMILY STATUS*

27.1%

Index:171

Total Lone-Parent Families

HOUSEHOLD SIZE

Household Size	Trade Area	Benchmark
1 Person	55%	24%
2 Persons	27%	33%
3 Persons	9%	16%
4 Persons	5%	17%
5+ Persons	4%	10%

POPULATION BY AGE

	Count	%	Index
0 to 4	1,785	4.4	88
5 to 9	1,523	3.8	70
10 to 14	1,277	3.2	56
15 to 19	1,350	3.4	57
20 to 24	3,050	7.6	113
25 to 29	4,641	11.5	164
30 to 34	4,379	10.9	163
35 to 39	3,336	8.3	128
40 to 44	2,514	6.2	101
45 to 49	2,214	5.5	88
50 to 54	2,355	5.8	89
55 to 59	2,660	6.6	91
60 to 64	2,643	6.6	97
65 to 69	2,177	5.4	96
70 to 74	1,693	4.2	88
75 to 79	1,123	2.8	84
80 to 84	759	1.9	86
85+	804	2.0	90

AGE OF CHILDREN AT HOME

Age	Trade Area	Benchmark
0 to 4	21%	15%
5 to 9	18%	17%
10 to 14	14%	17%
15 to 19	14%	17%
20 to 24	12%	15%
25+	22%	19%

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Hamilton - International Village BIA

ENVIRONICS ANALYTICS

Population: 40,284 **| Households:** 21,348

TENURE

Owned 23.0%

Rented 77.0%

STRUCTURE TYPE

16.0%
Houses
Index: **21**

83.7%
Apartments
Index: **379**

AGE OF HOUSING*

60+ Years Old

% Comp: **42.9**   Index: **208**

AVERAGE HOUSEHOLD INCOME

$55,223

Index: **48**

HOUSEHOLD INCOME DISTRIBUTION

Income Range	Trade Area	Benchmark
$0 to $19,999	14%	4%
$20,000 to $39,999	36%	15%
$40,000 to $59,999	18%	13%
$60,000 to $79,999	12%	12%
$80,000 to $99,999	8%	11%
$100,000 to $124,999	5%	11%
$125,000 to $149,999	3%	9%
$150,000 to $199,999	3%	11%
$200,000 to $299,999	1%	9%
$300,000+	0%	5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: Hamilton - International Village BIA

Population: 40,284 | **Households:** 21,348

EDUCATION

24.2%

Index:91

University Degree

LABOUR FORCE PARTICIPATION

58.4%

Index:90

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

18.3%

Index:50

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

11.6%

Index:266

Travel to work by**Public Transit**

EDUCATIONAL ATTAINMENT

Category	Trade Area	Benchmark
No Cert/Dipl or Degree	19.7%	15.0%
High School Certificate	28.0%	28.3%
Trades Cert/Dipl	6.0%	5.9%
College/CEGEP Cert/Dipl	20.6%	22.7%
University Cert/Dipl	1.6%	1.6%
Bachelor's Degree	15.5%	18.3%
Above Bachelor's	8.7%	8.3%

Trade Area | Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	15.7%	14.2%
Trades and Transport	7.2%	8.9%
Business and Finance	7.0%	9.9%
Social Science, Education and Gov't	6.9%	8.0%
Health	5.8%	4.4%

Trade Area | Benchmark

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Hamilton - International Village BIA

Population: 40,284 | **Households:** 21,348

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
3.8%	35.9%	4.0%	30.4%	2011 To 2016
Index:161	Index:124	Index:199	Index:115	6.0% Index:241
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

Black — Trade Area 10.7%, Benchmark 4.5%
South Asian — Trade Area 4.5%, Benchmark 9.9%
Arab — Trade Area 4.0%, Benchmark 2.1%
Chinese — Trade Area 3.6%, Benchmark 5.1%
Latin American — Trade Area 3.2%, Benchmark 1.3%

■ Trade Area ■ Benchmark

LANGUAGES SPOKEN AT HOME: TOP 5**

English — Trade Area 77.0%, Benchmark 79.8%
Arabic — Trade Area 2.0%, Benchmark 0.8%
Portuguese — Trade Area 1.5%, Benchmark 0.3%
Spanish — Trade Area 1.4%, Benchmark 0.6%
Mandarin — Trade Area 1.2%, Benchmark 1.5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

**Ranked by percent composition*

Index Colours:	<80	80 - 110	110+

Top 5 segments represent **77.0%** of households in Hamilton - International Village BIA

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51 ON THEIR OWN AGAIN

U2 URBAN OLDER / MATURE SINGLES & COUPLES M2

City seniors in apartment rentals

Rank:	1
Hhlds:	5,898
Hhld %:	27.63
% in Benchmark:	3.77
Index:	732

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.

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47 SOCIAL NETWORKERS

U3 YOUNG URBAN CORE / VERY YOUNG SINGLES & COUPLES Y1

Young diverse singles in city apartments

Rank:	2
Hhlds:	3,993
Hhld %:	18.70
% in Benchmark:	1.30
Index:	1,437

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.

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61 CAME FROM AWAY

U4 URBAN DIVERSITY / MIDDLE-AGE FAMILIES F3

Multi-ethnic, middle-aged urban renters

Rank:	3
Hhlds:	2,425
Hhld %:	11.36
% in Benchmark:	1.77
Index:	641

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.

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67 JUST GETTING BY

U5 YOUNGER URBAN MIX / YOUNGER SINGLES & COUPLES Y2

Younger, low-income city singles and families

Rank:	4
Hhlds:	2,314
Hhld %:	10.84
% in Benchmark:	3.49
Index:	310

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.

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52 FRIENDS & ROOMIES

U5 YOUNGER URBAN MIX / YOUNGER SINGLES & COUPLES Y2

Young, diverse lower-middle-income city dwellers

Rank:	5
Hhlds:	1,799
Hhld %:	8.43
% in Benchmark:	2.06
Index:	410

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.

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Hamilton - International Village BIA

⬆ Strong Values

Values	Index
Rejection of Inequality	122
Financial Concern Regarding the Future	121
Ecological Concern	120
Intuition & Impulse	120
Primacy of Environmental Protection	118
Active Government	117
Anomie-Aimlessness	117
Flexible Families	116
Sexual Permissiveness	115
Aversion to Complexity	114

⬇ Weak Values

Values	Index
Legacy	77
Attraction to Nature	81
Religiosity	81
Importance of Brand	86
Traditional Family	87
Personal Control	88
Utilitarian Consumerism	88
Community Involvement	89
Obedience to Authority	90
Social Darwinism	90

☆ Descriptions | Top 3 Strong Values

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.

Financial Concern Regarding the Future

The feeling of insecurity about one's financial future, particularly in old age, and of being personally responsible in this area.

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

☆ Descriptions | Top 3 Weak Values

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.

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.

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").

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Hamilton - International Village BIA   **WealthScapes Households:** 21,154

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 55,032	$ 46,620	$ 30,940	$ 1,067
Index: 47	Index: 51	Index: 48	Index: 30

WEALTH* | ASSETS*

Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	**% Holders**	**% Holders**	**% Holders**	**% Holders**	**% Holders**
98.7% Index: 99	93.1% Index: 98	41.3% Index: 69	8.4% Index: 67	26.4% Index: 35	95.7% Index: 98
Balance	**Balance**	**Balance**	**Balance**	**Balance**	**Balance**
$188,899	$32,796	$146,047	$150,636	$463,761	$110,868
Index: 26	Index: 43	Index: 43	Index: 47	Index: 62	Index: 34

DEBT* | FINANCIAL RATIO

Consumer Debt	Mortgage Debt	Debt:Asset
% Holders	**% Holders**	**% Holders**
85.1% Index: 94	15.4% Index: 33	0.23% Index: 107
Balance	**Balance**	
$24,281	$222,540	
Index: 37	Index: 75	

Benchmark: Southern Ontario

% Holders represent where customers are found.

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

Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

Trade Area: Hamilton - International Village BIA

WealthScapes Households: 21,154

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.23	0.52	0.67	0.76
Index: 107	Index: 84	Index: 71	Index: 126

Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
0.31	1.16	0.28	1.66
Index: 143	Index: 66	Index: 115	Index: 72

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

Trade Area: Hamilton - International Village BIA

Households: 21,348

Total Aggregate Current Consumption: $899,326,865

Average Current Consumption	**Average Household Income**	**Average Disposable Income**
$42,127	$54,631	$46,037
Index: 52	Index: 47	Index: 51

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$11,719	27.8%
Index 56	Index 108

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$7,330	17.4%
Index 57	Index 111

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$5,687	13.5%
Index 41	Index 80

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$2,790	6.6%
Index 49	Index 94

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$2,641	6.3%
Index 48	Index 94

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$2,328	5.5%
Index 49	Index 94

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$2,189	5.2%
Index 62	Index 119

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$1,911	4.5%
Index 58	Index 112

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$1,529	3.6%
Index 38	Index 74

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area: Hamilton - International Village BIA

Households: 21,348

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$54,631	$7,330	$2,439	$4,891
Index 47	Index 57	Index 61	Index 56

Total Aggregate Food Expenditure: $ 156,470,699

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$509	10.4%
Index 58	Index 104

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$305	6.2%
Index 60	Index 107

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$605	12.4%
Index 55	Index 99

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$513	10.5%
Index 55	Index 99

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$732	15.0%
Index 57	Index 102

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$832	17.0%
Index 53	Index 95

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$143	2.9%
Index 49	Index 87

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$1,252	25.6%
Index 57	Index 102

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	15.8	11.0	144
Going to restaurants, bars or night clubs	54.5	55.1	99
Having physical Contact with family and friends	56.3	57.7	97
Participating in group activities	37.0	38.7	96
Partying	18.6	15.8	118
Seeing family and friends in person	60.4	62.8	96
Entertainment			
Attending events, festivals or concerts	41.6	42.9	97
Attending sports events (excludes professional sports)	15.5	18.2	85
Attending to professional sports events or games	25.1	25.4	99
Going to the movies	46.3	45.7	101
Movement & Travel			
Driving more	14.9	16.1	92
Shopping in-store	40.6	42.9	95
Spending time outdoors	35.1	32.5	108
Travelling outside of Canada/ abroad	49.1	53.2	92
Travelling within Canada	48.2	49.9	97
Using public transit	17.8	13.7	130
Personal			
Getting back to old habits	36.1	36.2	100
Going to a salon, barber shop or spa	30.8	33.7	91
Going to the gym	23.3	22.6	103
Education/Work			
Children going back to school	15.1	20.3	74
Going back to work	19.0	17.6	108
Other			
Not Stated	0.4	0.6	78

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Hamilton - International Village BIA
Household Population 14+: 34,278

RADIO
Listeners: 71.1%
Index: 88

6.3 Hours/Week*
Index: 85

Top Formats

- Jazz: Trade Area 12.5%, Benchmark 9.6%
- Classical: Trade Area 17.1%, Benchmark 13.4%
- Dance: Trade Area 13.9%, Benchmark 11.2%

Trade Area | Benchmark

TELEVISION
Viewers: 94.5%
Index: 100

22.2 Hours/Week*
Index: 106

Top Program Types

- Paranormal: Trade Area 29.6%, Benchmark 21.9%
- Teen Dramas: Trade Area 26.2%, Benchmark 20.3%
- Adult Animated Series: Trade Area 38.8%, Benchmark 30.8%

Trade Area | Benchmark

NEWSPAPER
Readers: 31.0%
Index: 100

0.8 Hours/Week*
Index: 123

Top Sections Read

- Fashion or Lifestyle: Trade Area 10.1%, Benchmark 8.0%
- Sports: Trade Area 13.2%, Benchmark 12.0%
- Editorials: Trade Area 11.4%, Benchmark 10.5%

Trade Area | Benchmark

MAGAZINE
Readers: 67.2%
Index: 92

1.8 Hours/Month*
Index: 131

Top Titles

- NOW: Trade Area 17.8%, Benchmark 7.8%
- FASHION Magazine: Trade Area 17.0%, Benchmark 10.9%
- Toronto Life: Trade Area 23.6%, Benchmark 15.9%

Trade Area | Benchmark

INTERNET
Users: 97.3%
Index: 99

24.0 Hours online past week*
Index: 110

Top Activities

- Gambling: Trade Area 13.7%, Benchmark 10.5%
- Watched Long Form Videos: Trade Area 58.9%, Benchmark 48.4%
- Watched Videos: Trade Area 73.6%, Benchmark 65.7%

Trade Area | Benchmark

DIRECT/OUTDOOR

5 Times used public transit past week*
Index: 195

Top DM Formats Used to Plan/Make Purchases

- Addressed Mail Offers: Trade Area 10.0%, Benchmark 8.2%
- Newsletters: Trade Area 8.5%, Benchmark 7.2%
- Coupon Booklets: Trade Area 15.1%, Benchmark 14.2%

Trade Area | Benchmark

Benchmark: Southern Ontario

* Consumption values based to variable's incidence count.

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Activities

Trade Area: Hamilton - International Village BIA

Household Population 18+: 33,295

ENVIRONICS
ANALYTICS

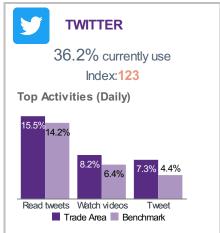## FACEBOOK
80.2% currently use
Index: **103**

Top Activities (Daily)

Read news feed	45.7% / 42.7%
Cmt/Like other users' posts	29.5% / 27.6%
Use Messenger	27.5% / 23.4%

■ Trade Area ■ Benchmark

TWITTER
36.2% currently use
Index: **123**

Top Activities (Daily)

Read tweets	15.5% / 14.2%
Watch videos	8.2% / 6.4%
Tweet	7.3% / 4.4%

■ Trade Area ■ Benchmark

INSTAGRAM
46.1% currently use
Index: **119**

Top Activities (Daily)

View photos/videos	7.9% / 8.5%
Like photos/videos	7.0% / 6.7%
Send direct messages	5.7% / 3.7%

■ Trade Area ■ Benchmark

LINKEDIN
46.6% currently use
Index: **112**

Top Activities (Weekly)

Read your newsfeed	5.6% / 4.7%
View a job posting	4.0% / 3.9%
Create a connection	3.6% / 2.9%

■ Trade Area ■ Benchmark

YOUTUBE
72.9% currently use
Index: **104**

Top Activities (Daily)

Watch videos	31.5% / 28.0%
Like/dislike videos	11.9% / 8.1%
Watch live videos	8.9% / 6.8%

■ Trade Area ■ Benchmark

SNAPCHAT
15.5% currently use
Index: **120**

Top Activities (Weekly)

Receive photos/videos	7.1% / 6.6%
Send photos/videos	6.8% / 5.7%
Send direct text messages	6.4% / 5.9%

■ Trade Area ■ Benchmark

WHATSAPP
49.0% currently use
Index: **114**

Top Activities (Daily)

Send/receive images	7.5% / 6.0%
Use group chats	6.0% / 4.6%
Send/receive messages	5.4% / 5.7%

■ Trade Area ■ Benchmark

Chosen and ranked by percent composition

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

Household Population 18+: 33,295

FRIENDS IN ALL SM NETWORKS	**FREQUENCY OF USE (DAILY)**	**BRAND INTERACTION**	**NO. OF BRANDS INTERACTED**
32.3%	59.8%	38.1%	28.4%
Index:91	Index:106	Index:111	Index:93
0-49 friends	Facebook	Like brand on Facebook	2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA

Reason	Trade Area	Benchmark
Learn about products & services	33.3%	28.8%
Get coupons & discounts	32.2%	29.4%
Enter contests	29.1%	25.4%
Provide feedback	14.5%	11.7%
Be among first to hear news	14.3%	11.7%
Engage with content	12.1%	8.4%
Share brand-related stories	8.4%	5.9%
Make suggestions	8.0%	5.5%

■ Trade Area   ■ Benchmark

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

Trade Area: Hamilton - International Village BIA

Total Household Population 18+: 33,295

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

% Comp 87.5   **Index** 100

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

% Comp 50.3   **Index** 104

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

% Comp 82.8   **Index** 98

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

% Comp 41.4   **Index** 101

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

% Comp 56.6   **Index** 100

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

% Comp 31.1   **Index** 103

Benchmark: Southern Ontario

Ranked by percent composition.

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Purchase Preference by Category

ENVIRONICS ANALYTICS

Trade Area: Hamilton - International Village BIA

Total Household Population 18+: 33,295

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)

Category	Trade Area	Benchmark
Automotive	16.5	20.1
Babies and children	12.9	12.9
Media	43.1	43.0
Clothing & Fashions	33.0	30.6
Home Electronics	42.6	41.8
Event tickets	49.4	50.3
Gift card/cert.	35.8	33.1
Groceries	18.9	16.7
Beauty & Cosmetics	22.0	18.4
Home & Garden	21.1	24.4
Financial products	33.3	30.3
Office supplies	32.8	34.7
Pets	17.1	15.3
Pharma.	30.6	26.9
Sporting goods	22.0	24.2
Vacation/travel	50.7	51.6
Food Home delivery svcs.	25.8	19.8
Wireless service providers	42.5	42.6
Insurance products	36.2	31.6
Online meal kits (e.g. Hello Fresh)	21.4	15.7
Govt. services	52.8	52.0

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

22

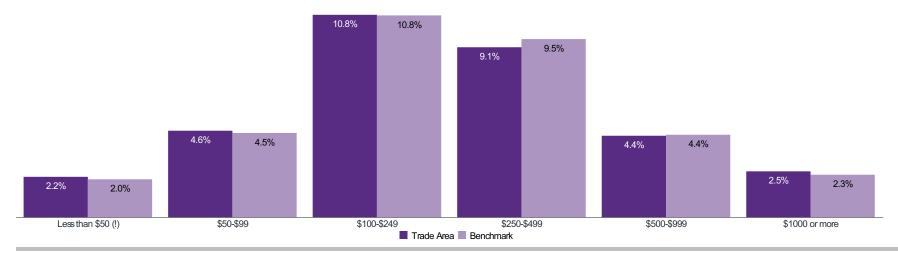# Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Hamilton - International Village BIA

Total Household Population 18+: 33,295

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	60.7% Index:99	40.5% Index:110	15.9% Index:129	3.6% Index:114
Purchase preference	73.2% Index:97	33.0% Index:108	11.7% Index:119	3.6% Index:140
Customer Service	59.7% Index:97	21.4% Index:120	8.5% Index:148	20.7% Index:95

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	2.2%	4.6%	10.8%	9.1%	4.4%	2.5%
Benchmark	2.0%	4.5%	10.8%	9.5%	4.4%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

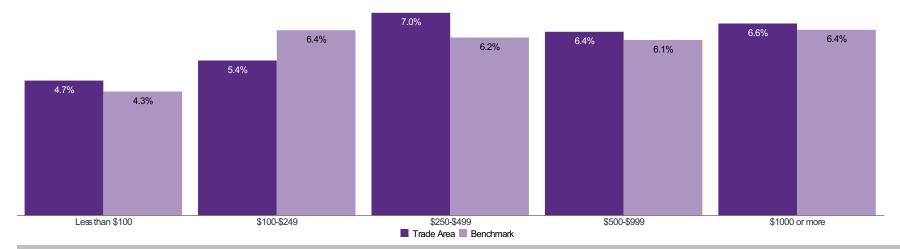# Opticks eShopper | Home Electronics & Computers Deep Dive

Trade Area: Hamilton - International Village BIA

Total Household Population 18+: 33,295

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	48.3% Index:96	55.0% Index:100	17.2% Index: 110	9.1% Index: 110
Purchase preference	63.0% Index: 92	42.6% Index:102	12.7% Index:116	5.9% Index: 92
Customer Service	53.3% Index:95	29.3% Index:118	9.5% Index: 128	33.9% Index: 92

AMOUNT SPENT [PST 12 MTHS]

Spend range	Trade Area	Benchmark
Less than $100	4.7%	4.3%
$100-$249	5.4%	6.4%
$250-$499	7.0%	6.2%
$500-$999	6.4%	6.1%
$1000 or more	6.6%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

24

Opticks eShopper | Gift Cards Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - International Village BIA

Total Household Population 18+: 33,295

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	44.4% Index:93	40.0% Index:114	13.3% Index:121	4.4% Index:125
Purchase preference	57.2% Index:95	35.8% Index:108	10.8% Index:124	3.4% Index:109
Customer Service	40.8% Index:96	23.1% Index:113	8.0% Index:131	27.7% Index:100

AMOUNT SPENT [PST 12 MTHS]

Amount	Trade Area	Benchmark
Less than $50	3.4%	3.3%
$50-$99	4.6%	5.3%
$100-$249	6.8%	8.3%
$250-$499	4.7%	3.8%
$500 or more	2.0%	1.9%

■ Trade Area ■ Benchmark

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

Index Colours:	<80	80 - 110	110+

25

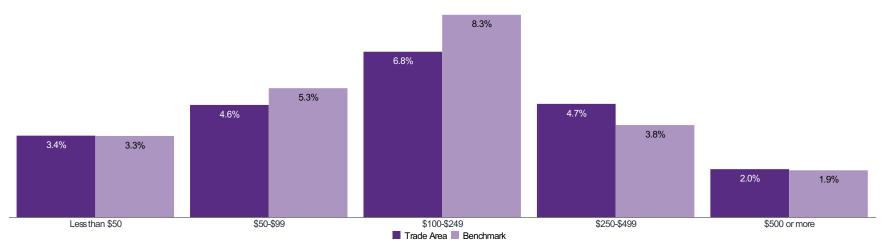# Opticks eShopper | Groceries Deep Dive
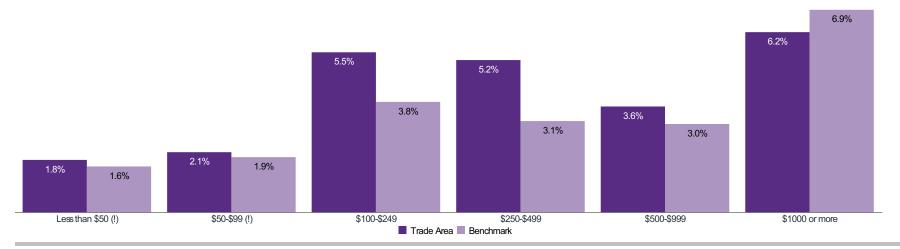
Trade Area: Hamilton - International Village BIA

Total Household Population 18+: 33,295

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	69.0% Index:96	28.6% Index:116	13.6% Index:123	4.8% Index:176
Purchase preference	81.0% Index:97	18.9% Index:113	7.8% Index:125	3.4% Index:138
Customer Service	65.7% Index:94	14.8% Index:129	5.1% Index:129	18.0% Index:96

AMOUNT SPENT [PST 12 MTHS]

Category	Trade Area	Benchmark
Less than $50 (!)	1.8%	1.6%
$50-$99 (!)	2.1%	1.9%
$100-$249	5.5%	3.8%
$250-$499	5.2%	3.1%
$500-$999	3.6%	3.0%
$1000 or more	6.2%	6.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

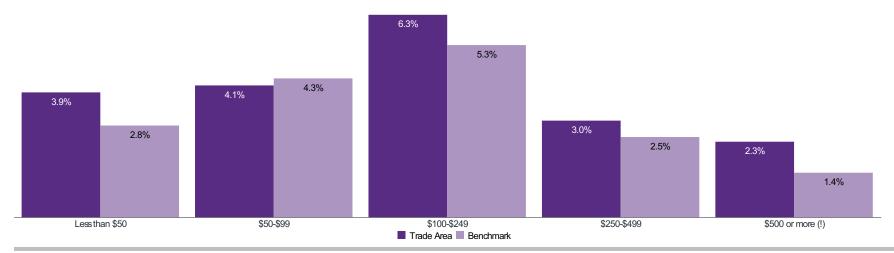# Opticks eShopper | Beauty & Cosmetics Deep Dive

Trade Area: Hamilton - International Village BIA

Total Household Population 18+: 33,295

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	39.2% Index:111	28.0% Index:127	11.0% Index:136	4.6% Index:161
Purchase preference	48.5% Index:105	22.0% Index:120	9.6% Index:151	3.8% Index:165
Customer Service	39.3% Index:108	15.8% Index:126	5.8% Index:134	14.8% Index:101

AMOUNT SPENT [PST 12 MTHS]

Bar chart — Trade Area vs Benchmark:
- Less than $50: Trade Area 3.9%, Benchmark 2.8%
- $50-$99: Trade Area 4.1%, Benchmark 4.3%
- $100-$249: Trade Area 6.3%, Benchmark 5.3%
- $250-$499: Trade Area 3.0%, Benchmark 2.5%
- $500 or more (!): Trade Area 2.3%, Benchmark 1.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

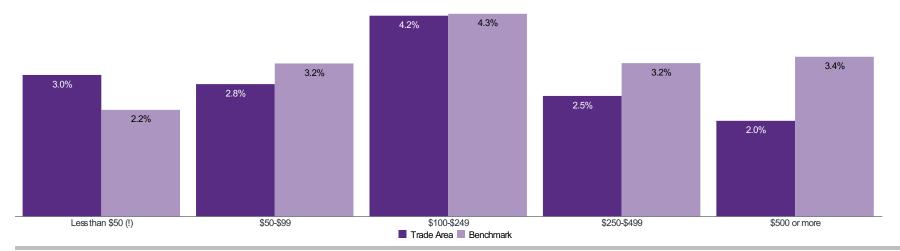# Opticks eShopper | Home & Garden Deep Dive

Trade Area: Hamilton - International Village BIA

Total Household Population 18+: 33,295

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	42.9% Index:83	33.9% Index:89	10.5% Index:92	5.0% Index:87
Purchase preference	56.7% Index:83	21.1% Index:87	8.4% Index:121	3.7% Index:103
Customer Service	43.6% Index:81	17.5% Index:109	6.4% Index:133	16.9% Index:74

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	3.0%	2.8%	4.2%	2.5%	2.0%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

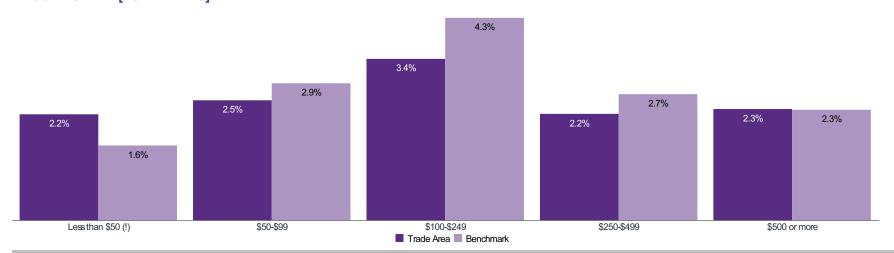# Opticks eShopper | Sporting Goods Deep Dive

Trade Area: Hamilton - International Village BIA

Total Household Population 18+: 33,295

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	34.3% Index:88	30.6% Index:95	10.9% Index:104	5.1% Index:131
Purchase preference	44.7% Index:86	22.0% Index:91	8.9% Index:118	3.2% Index:107
Customer Service	37.5% Index:90	17.3% Index:114	6.0% Index:117	16.5% Index:81

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.2%	2.5%	3.4%	2.2%	2.3%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

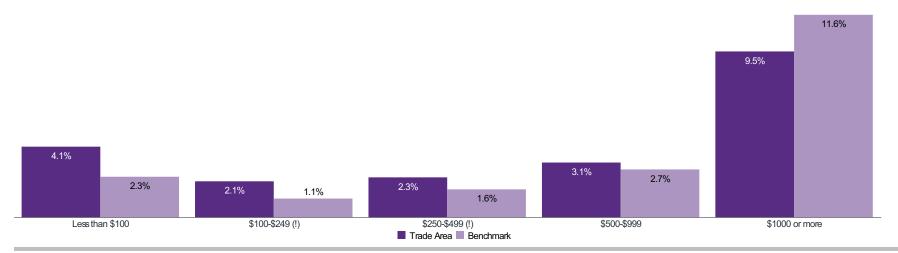# Opticks eShopper | Vacation/Travel Deep Dive

Trade Area: Hamilton - International Village BIA

Total Household Population 18+: 33,295

BEHAVIOURAL PREFERENCES BY CHANNEL

VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	19.4% Index:94	58.1% Index:100	18.2% Index:121	13.2% Index:82
Purchase preference	25.0% Index:87	50.7% Index:98	8.4% Index:117	14.1% Index:79
Customer Service	28.9% Index:99	30.2% Index:110	8.0% Index:115	39.9% Index:91

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	4.1%	2.1%	2.3%	3.1%	9.5%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Hamilton - International Village BIA

Households: 21,348

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock

67.0%
Index: 99

Has high quality fresh produce

56.8%
Index: 95

Carries food/non-food items I need

43.6%
Index: 106

Has high quality meat department

37.1%
Index: 89

Carries variety of items and services

33.2%
Index: 92

Only store that carries what I want

33.0%
Index: 109

Carries wide variety of ethnic prod.

17.5%
Index: 131

Has variety of freshly prep. foods/meals

16.2%
Index: 116

Has special section for dietary needs

13.5%
Index: 109

Carries variety of organic prod. (!)

10.9%
Index: 97

Carries selection of alcoholic bev. (^)

4.9%
Index: 130

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Shopping Experience

Trade Area: Hamilton - International Village BIA

Households: 21,348

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me	Easy to get in and get out quickly	Organized layout makes it easy to shop
67.1%	44.1%	42.4%
Index: 112	Index: 103	Index: 102

Staff are friendly and knowledgeable	Short checkout lines/fast checkout	Has extended hours
35.3%	34.5%	29.0%
Index: 105	Index: 97	Index: 105

I like the store ambiance	Has self-checkout	Offers an online shopping option (!)
25.1%	15.7%	8.8%
Index: 126	Index: 115	Index: 99

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Hamilton - International Village BIA

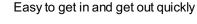**Households:**21,348

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Discover good value when shopping	Store has the lowest prices overall	Store has great sales and promotions
66.4% Index:100	**64.9%** Index:112	**64.5%** Index:96

Store has a customer loyalty card program	Has loyalty prog. app and offers pers. promos	I'm loyal to their store brands
47.1% Index:95	**31.2%** Index:106	**23.7%** Index:103

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	41.1	40.2	0.5	102
Leave the store and buy it elsewhere	28.9	30.9	0.5	93
Purchase another brand	22.1	21.2	0.6	104
Purchase another size or variety of the same brand (!)	8.0	7.7	0.6	104

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 Hamilton - International Village 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%	434,750	100%	2.25%	100	442,121	100%	2.29%	100	358,114	100%	1.86%	100	387,680	100%	2.01%	100	671,287	100%	3.48%	100
3525005	Hamilton, ON (C)	483,265	2.50%	235,641	54.20%	48.76%	2165	230,569	52.15%	47.71%	2083	203,117	56.72%	42.03%	2265	215,234	55.52%	44.54%	2218	290,330	43.25%	60.08%	1727
3520005	Toronto, ON (C)	2,568,898	13.31%	22,757	5.23%	0.89%	39	28,465	6.44%	1.11%	48	20,064	5.60%	0.78%	42	21,405	5.52%	0.83%	41	51,621	7.69%	2.01%	58
3524002	Burlington, ON (CY)	163,747	0.85%	23,707	5.45%	14.48%	643	21,550	4.87%	13.16%	575	18,652	5.21%	11.39%	614	21,404	5.52%	13.07%	651	37,513	5.59%	22.91%	659
3521005	Mississauga, ON (CY)	642,951	3.33%	15,660	3.60%	2.44%	108	15,592	3.53%	2.42%	106	11,307	3.16%	1.76%	95	13,081	3.37%	2.03%	101	28,593	4.26%	4.45%	128
3521010	Brampton, ON (CY)	596,084	3.09%	9,926	2.28%	1.67%	74	10,105	2.29%	1.70%	74	6,209	1.73%	1.04%	56	7,660	1.98%	1.28%	64	18,769	2.80%	3.15%	91
3529006	Brantford, ON (CY)	85,464	0.44%	10,239	2.36%	11.98%	532	10,220	2.31%	11.96%	522	8,511	2.38%	9.96%	537	9,498	2.45%	11.11%	553	17,206	2.56%	20.13%	579
3524001	Oakville, ON (T)	174,424	0.90%	8,509	1.96%	4.88%	217	9,769	2.21%	5.60%	245	7,085	1.98%	4.06%	219	7,589	1.96%	4.35%	217	16,363	2.44%	9.38%	270
3526053	St. Catharines, ON (CY)	118,411	0.61%	8,760	2.01%	7.40%	328	7,388	1.67%	6.24%	272	5,900	1.65%	4.98%	269	6,720	1.73%	5.67%	283	14,202	2.12%	11.99%	345
3528018	Haldimand County, ON (CY)	41,702	0.22%	8,088	1.86%	19.39%	861	8,162	1.85%	19.57%	855	6,550	1.83%	15.71%	847	6,937	1.79%	16.64%	828	12,263	1.83%	29.41%	846
3530010	Cambridge, ON (CY)	114,129	0.59%	5,140	1.18%	4.50%	200	4,723	1.07%	4.14%	181	3,837	1.07%	3.36%	181	3,848	0.99%	3.37%	168	9,353	1.39%	8.19%	236

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

2019 Hamilton - International Village 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
33,990	23,889	70.3	25,092	73.8	23,966	70.5	23,335	68.7	27,579	81.1

2019 Hamilton - International Village 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	682,564	27,579	4.0	654,985	96.0

ENVIRONICS ANALYTICS

2020 Hamilton - International Village 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%	208,699	100%	1.08%	100	267,353	100%	1.39%	100	260,051	100%	1.35%	100	293,777	100%	1.52%	100	454,497	100%	2.35%	100
3525005	Hamilton, ON (C)	483,265	2.50%	132,285	63.39%	27.37%	2532	161,489	60.40%	33.42%	2413	156,286	60.10%	32.34%	2400	176,307	60.01%	36.48%	2397	230,329	50.68%	47.66%	2024
3520005	Toronto, ON (C)	2,568,898	13.31%	10,088	4.83%	0.39%	36	15,469	5.79%	0.60%	43	13,862	5.33%	0.54%	40	14,450	4.92%	0.56%	37	31,353	6.90%	1.22%	52
3524002	Burlington, ON (CY)	163,747	0.85%	9,970	4.78%	6.09%	563	12,134	4.54%	7.41%	535	11,687	4.49%	7.14%	530	14,175	4.83%	8.66%	569	23,744	5.22%	14.50%	616
3521005	Mississauga, ON (CY)	642,951	3.33%	5,469	2.62%	0.85%	79	7,953	2.97%	1.24%	89	7,998	3.08%	1.24%	92	8,165	2.78%	1.27%	83	17,285	3.80%	2.69%	114
3529006	Brantford, ON (CY)	85,464	0.44%	5,142	2.46%	6.02%	556	6,973	2.61%	8.16%	589	8,126	3.12%	9.51%	706	6,757	2.30%	7.91%	520	12,951	2.85%	15.15%	644
3528018	Haldimand County, ON (CY)	41,702	0.22%	4,167	2.00%	9.99%	924	4,950	1.85%	11.87%	857	6,088	2.34%	14.60%	1084	6,842	2.33%	16.41%	1078	9,909	2.18%	23.76%	1009
3524001	Oakville, ON (T)	174,424	0.90%	3,744	1.79%	2.15%	199	4,248	1.59%	2.44%	176	4,090	1.57%	2.34%	174	4,865	1.66%	2.79%	183	9,837	2.16%	5.64%	240
3521010	Brampton, ON (CY)	596,084	3.09%	3,663	1.76%	0.61%	57	3,959	1.48%	0.66%	48	4,503	1.73%	0.76%	56	4,248	1.45%	0.71%	47	9,660	2.13%	1.62%	69
3526053	St. Catharines, ON (CY)	118,411	0.61%	2,223	1.07%	1.88%	174	3,198	1.20%	2.70%	195	3,100	1.19%	2.62%	194	4,376	1.49%	3.70%	243	6,686	1.47%	5.65%	240
3530013	Kitchener, ON (CY)	212,928	1.10%	1,888	0.90%	0.89%	82	2,695	1.01%	1.27%	91	2,469	0.95%	1.16%	86	2,603	0.89%	1.22%	80	5,974	1.31%	2.81%	119

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

2020 Hamilton - International Village 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
33,990	21,896	64.4	21,362	62.8	21,607	63.6	23,210	68.3	25,302	74.4

2020 Hamilton - International Village 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	458,766	25,302	5.5	433,464	94.5

ENVIRONICS ANALYTICS

2021 Hamilton - International Village 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%**	**241,523**	**100%**	**1.25%**	**100**	**402,528**	**100%**	**2.09%**	**100**	**403,319**	**100%**	**2.09%**	**100**	**301,597**	**100%**	**1.56%**	**100**	**580,983**	**100%**	**3.01%**	**100**
3525005	Hamilton, ON (C)	483,265	2.50%	141,940	58.77%	29.37%	2347	208,957	51.91%	43.24%	2073	213,376	52.91%	44.15%	2113	172,457	57.18%	35.69%	2284	251,577	43.30%	52.06%	1730
3520005	Toronto, ON (C)	2,568,898	13.31%	12,521	5.18%	0.49%	39	26,191	6.51%	1.02%	49	28,070	6.96%	1.09%	52	18,856	6.25%	0.73%	47	48,247	8.30%	1.88%	62
3524002	Burlington, ON (CY)	163,747	0.85%	9,753	4.04%	5.96%	476	17,972	4.46%	10.98%	526	18,789	4.66%	11.47%	549	12,234	4.06%	7.47%	478	29,201	5.03%	17.83%	592
3521005	Mississauga, ON (CY)	642,951	3.33%	8,363	3.46%	1.30%	104	15,854	3.94%	2.47%	118	13,074	3.24%	2.03%	97	10,219	3.39%	1.59%	102	28,127	4.84%	4.37%	145
3521010	Brampton, ON (CY)	596,084	3.09%	5,623	2.33%	0.94%	75	9,178	2.28%	1.54%	74	10,686	2.65%	1.79%	86	6,343	2.10%	1.06%	68	17,824	3.07%	2.99%	99
3529006	Brantford, ON (CY)	85,464	0.44%	5,620	2.33%	6.58%	526	10,129	2.52%	11.85%	568	11,506	2.85%	13.46%	644	9,356	3.10%	10.95%	701	17,492	3.01%	20.47%	680
3524001	Oakville, ON (T)	174,424	0.90%	4,733	1.96%	2.71%	217	8,449	2.10%	4.84%	232	8,836	2.19%	5.07%	242	6,168	2.05%	3.54%	226	15,014	2.58%	8.61%	286
3528018	Haldimand County, ON (CY)	41,702	0.22%	6,017	2.49%	14.43%	1153	9,404	2.34%	22.55%	1081	8,637	2.14%	20.71%	991	8,741	2.90%	20.96%	1342	12,724	2.19%	30.51%	1014
3526053	St. Catharines, ON (CY)	118,411	0.61%	3,358	1.39%	2.84%	227	5,571	1.38%	4.70%	226	6,328	1.57%	5.34%	256	3,877	1.29%	3.27%	210	10,312	1.77%	8.71%	289
3530010	Cambridge, ON (CY)	114,129	0.59%	1,905	0.79%	1.67%	133	4,805	1.19%	4.21%	202	6,240	1.55%	5.47%	262	2,431	0.81%	2.13%	136	8,326	1.43%	7.30%	242

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

2021 Hamilton - International Village 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
33,990	18,048	53.1	20,061	59.0	21,335	62.8	20,803	61.2	23,801	70.0

2021 Hamilton - International Village 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	590,364	23,801	4.0	566,563	96.0

ENVIRONICS
ANALYTICS

PRIZM Profile | Top Segments

Customers: Hamilton_International Village BIA - FY 2021: Sum_Unique_Visitors   **Total Customers:**502,896

Top 5 segments represent **29.6%** of customers in Southern Ontario

23 MID-CITY MELLOW

Rank: 1
Customers: 45,609
Customers %: 9.07
% in Benchmark: 4.63
Index: 196

U2 URBAN OLDER | OLDER & MATURE CITY HOMEOWNERS M1
Older and mature city homeowners

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

19 FAMILY MODE

Rank: 2
Customers: 30,249
Customers %: 6.01
% in Benchmark: 4.68
Index: 129

S3 UPPER-MIDDLE SUBURBIA | MIDDLE-AGE FAMILIES F3
Suburban, upscale middle-aged families

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.

08 MULTICULTURE-ISH

Rank: 3
Customers: 26,779
Customers %: 5.33
% in Benchmark: 5.19
Index: 103

S2 UPSCALE SUBURBAN DIVERSITY | LARGE DIVERSE FAMILIES F2
Upscale, multi-ethnic suburban families

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.

36 MIDDLE-CLASS MOSAIC

Rank: 4
Customers: 24,518
Customers %: 4.88
% in Benchmark: 1.45
Index: 338

U2 URBAN OLDER | MIDDLE-AGE FAMILIES F3
Middle-income urban homeowners

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.

16 SAVVY SENIORS

Rank: 5
Customers: 21,557
Customers %: 4.29
% in Benchmark: 2.75
Index: 156

U2 URBAN OLDER | OLDER FAMILIES & EMPTY NESTS M1
Upper-middle-income seniors in urban apartments

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.

Benchmark: Southern Ontario

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

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