

# Community Profile: Hamilton – Locke Street BIA

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

The logo for Environics Analytics is presented within a solid purple rectangular background. The word "ENVIRONICS" is written in a large, bold, white, uppercase sans-serif font. Below it, the word "ANALYTICS" is written in a smaller, white, uppercase sans-serif font.

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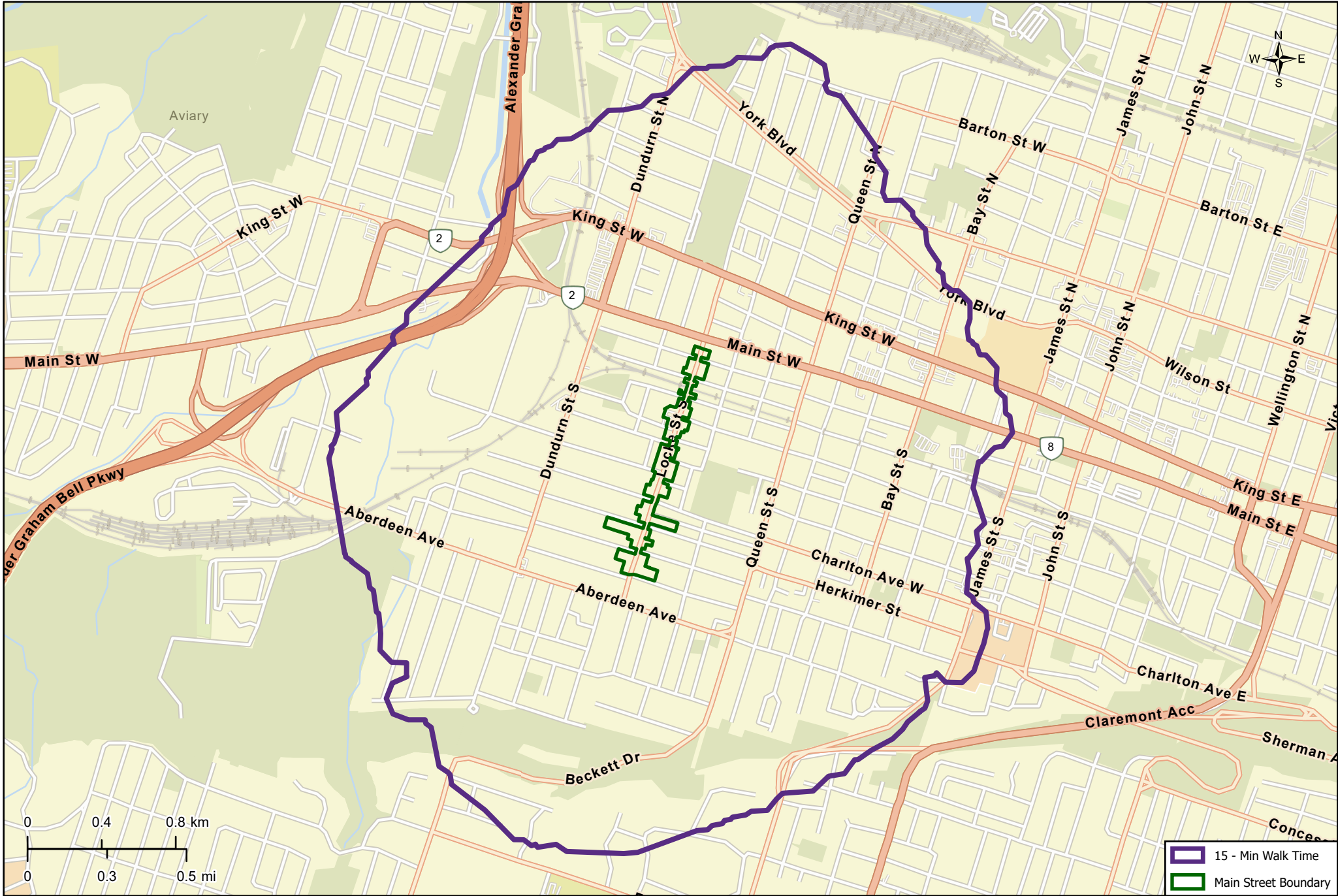
Confidential

Date: February 10, 2022

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Hamilton - Locke Street BIA  
Main Street Boundary and Trade Area



## Demographics, PRIZM Profile, and Psychographics

# Demographics | Population & Households

Trade Area: Hamilton - Locke Street BIA

## POPULATION

30,522

## HOUSEHOLDS

16,554

## MEDIAN MAINTAINER AGE

48

Index: 89

## MARITAL STATUS



41.6%

Index: 72

Married/Common-Law

## FAMILY STATUS\*

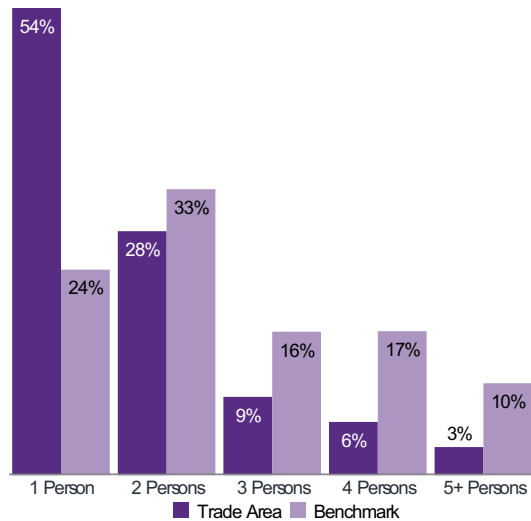


38.0%

Index: 136

Single (Never Legally Married)

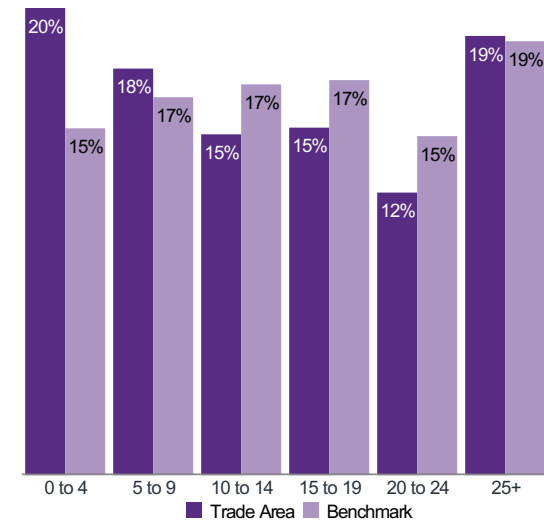
## HOUSEHOLD SIZE



## POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	1,274	4.2	83
5 to 9	1,123	3.7	68
10 to 14	967	3.2	56
15 to 19	1,066	3.5	59
20 to 24	1,902	6.2	93
25 to 29	3,302	10.8	154
30 to 34	3,282	10.8	162
35 to 39	2,651	8.7	134
40 to 44	1,893	6.2	100
45 to 49	1,715	5.6	90
50 to 54	1,767	5.8	88
55 to 59	1,876	6.1	85
60 to 64	2,057	6.7	100
65 to 69	1,837	6.0	106
70 to 74	1,471	4.8	101
75 to 79	907	3.0	90
80 to 84	644	2.1	97
85+	788	2.6	117

## AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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\*Chosen from index ranking with minimum 5% composition

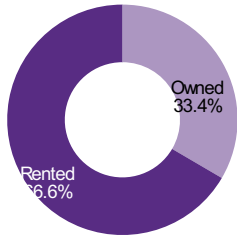
Index Colours:	<80	80 - 110	110+

# Demographics | Housing & Income

Trade Area: Hamilton - Locke Street BIA

Population: 30,522 | Households: 16,554

## TENURE



## STRUCTURE TYPE



**25.9%**  
Index: **33**



**73.8%**  
Index: **334**

## AGE OF HOUSING\*

**60+ Years Old**  
% Comp: **47.6** Index: **230**

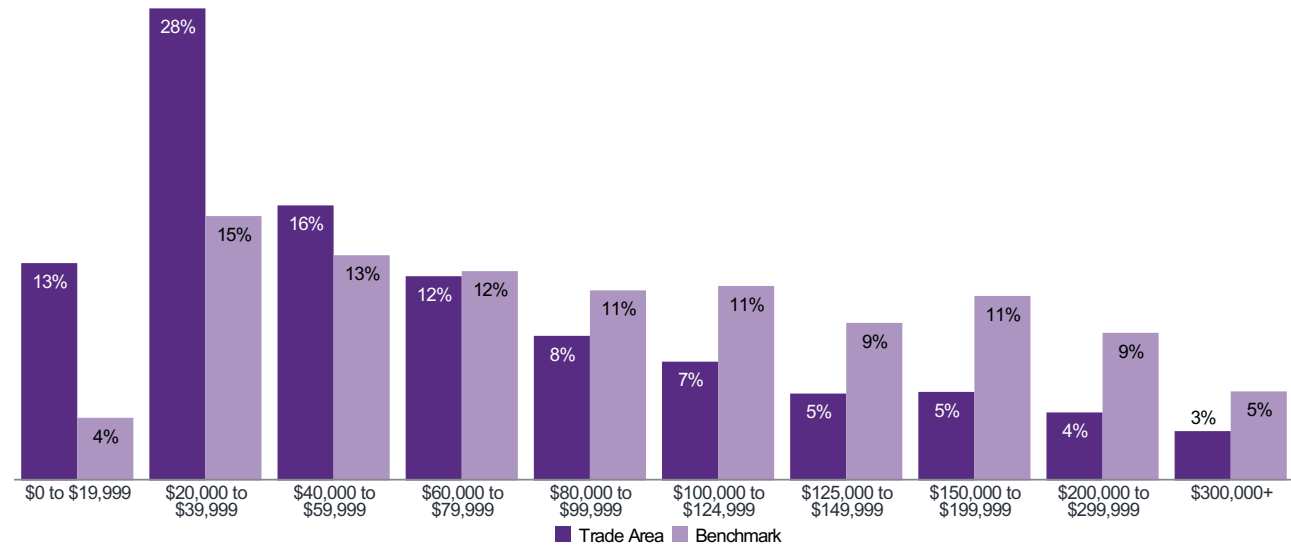
## AVERAGE HOUSEHOLD INCOME



**\$77,294**

Index: **67**

## HOUSEHOLD INCOME DISTRIBUTION



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\*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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# Demographics | Education & Employment

Trade Area: Hamilton - Locke Street BIA

Population: 30,522 | Households: 16,554

## EDUCATION



37.8%

Index:142

University Degree

## LABOUR FORCE PARTICIPATION



62.7%

Index:96

Participation Rate

## METHOD OF TRAVEL TO WORK: TOP 2\*



24.6%

Index:68

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

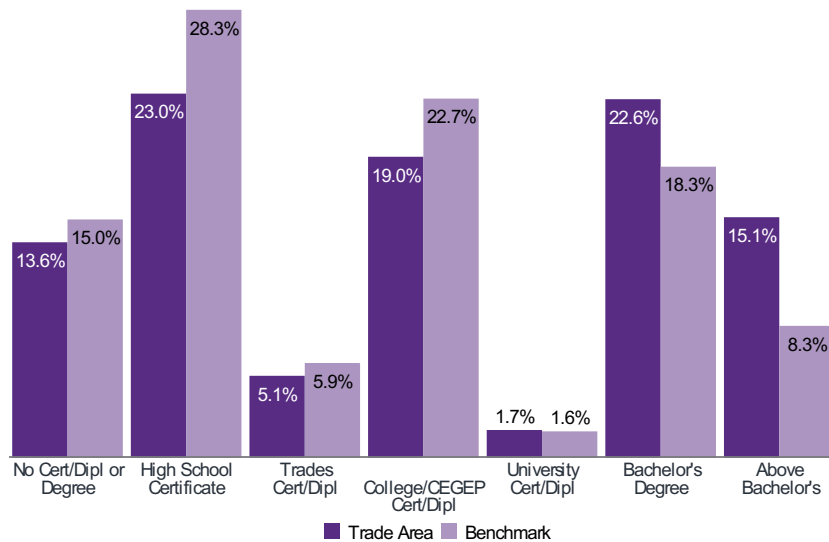


9.4%

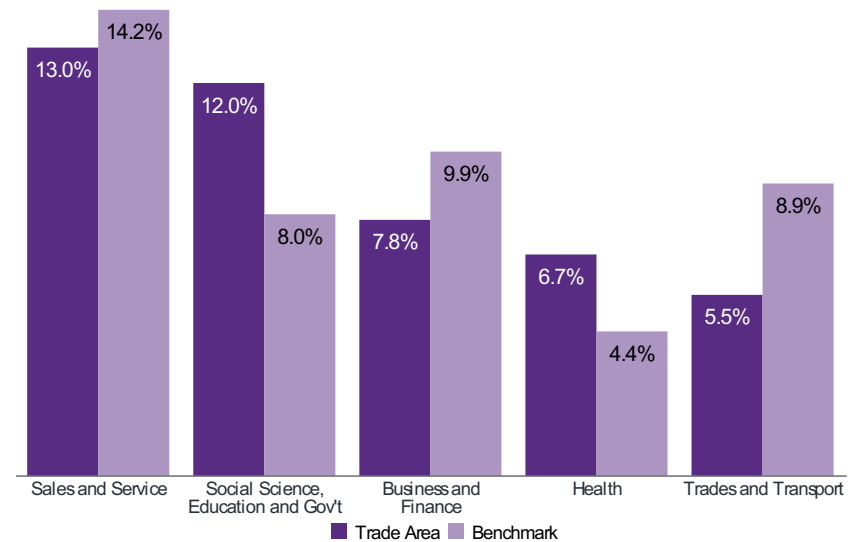
Index:216

Travel to work by **Public Transit**

## EDUCATIONAL ATTAINMENT



## OCCUPATIONS: TOP 5\*



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\*Ranked by percent composition

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

Trade Area: Hamilton - Locke Street BIA

Population: 30,522 | Households: 16,554

## ABORIGINAL IDENTITY



2.2%

Index:94

## VISIBLE MINORITY PRESENCE



26.7%

Index:92

Belong to a visible minority group

## NON-OFFICIAL LANGUAGE



2.8%

Index:138

No knowledge of English or French

## IMMIGRATION



25.5%

Index:96

Born outside Canada

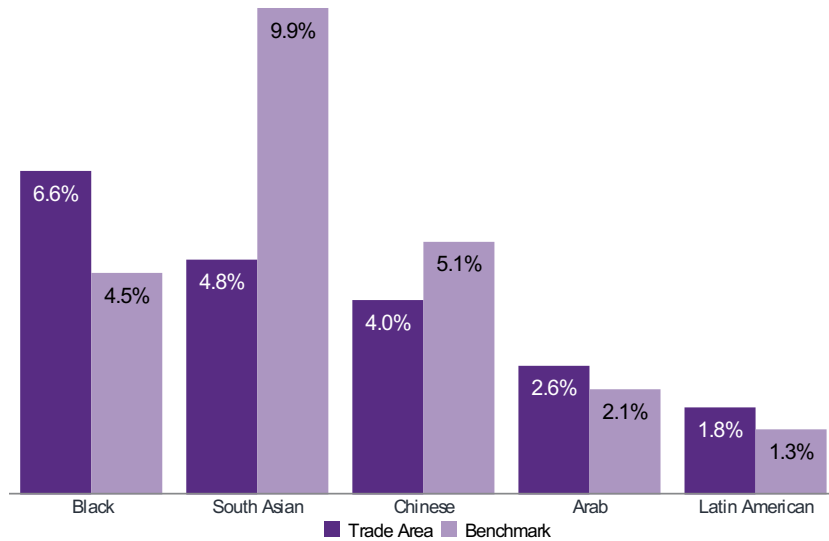
## PERIOD OF IMMIGRATION\*

Before 2001

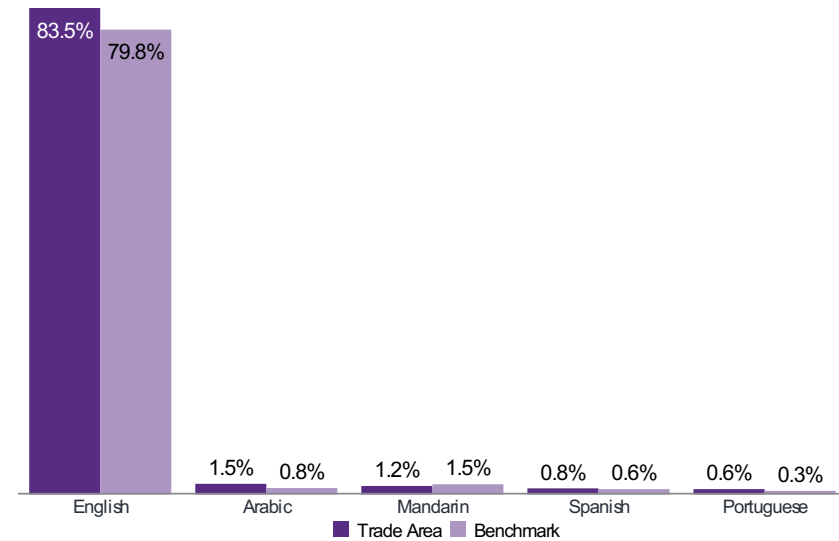
13.4%

Index:96

## VISIBLE MINORITY STATUS: TOP 5\*\*



## LANGUAGES SPOKEN AT HOME: TOP 5\*\*



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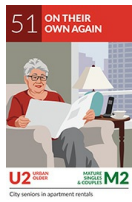
\*Chosen from index ranking with minimum 5% composition

\*\*Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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## Top 5 segments represent **73.6%** of households in Hamilton - Locke Street BIA



Rank: 1  
 Hhlds: 5,176  
 Hhld %: 31.27  
 % in Benchmark: 3.77  
 Index: 829

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: 3,021  
 Hhld %: 18.25  
 % in Benchmark: 1.30  
 Index: 1,402

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: 1,731  
 Hhld %: 10.46  
 % in Benchmark: 3.11  
 Index: 336

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  
 Hhlds: 1,375  
 Hhld %: 8.31  
 % in Benchmark: 0.52  
 Index: 1,596

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: 5  
 Hhlds: 877  
 Hhld %: 5.30  
 % in Benchmark: 2.06  
 Index: 258

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.

Trade Area: Hamilton - Locke Street BIA

## Strong Values

Values	Index
Ecological Concern	128
Flexible Families	122
Culture Sampling	121
Sexual Permissiveness	118
Intuition & Impulse	117
Primacy of Environmental Protection	117
Rejection of Authority	117
Effort Toward Health	116
Global Consciousness	116
Active Government	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".

### Culture Sampling

This construct identifies the view that other cultures have a great deal to teach us, and measures people's inclination to incorporate some of these cultural influences into their own lives.

## Weak Values

Values	Index
Attraction to Nature	73
Legacy	80
Primacy of the Family	82
Utilitarian Consumerism	82
Religiosity	83
Traditional Family	84
Obedience to Authority	87
Parochialism	87
Social Darwinism	88
Technology Anxiety	88

## 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.

### Primacy of the Family

Centrality of family; making personal sacrifices and providing for one's family over all else.

## Financial and Expenditure Overview

# Financial | WealthScapes Overview

Trade Area: Hamilton - Locke Street BIA

WealthScapes Households: 16,477

## INCOME\*

Household Income

**\$ 77,102**

Index: **67**

Household Disposable Income

**\$ 62,063**

Index: **68**

Household Discretionary Income

**\$ 43,295**

Index: **67**

Annual RRSP Contributions

**\$ 2,099**

Index: **59**

## WEALTH\*



Net Worth

% Holders

99.1% Index: **99**

Balance

**\$411,334**

Index: **56**

## ASSETS\*



Savings

% Holders

93.6% Index: **98**

Balance

**\$59,125**

Index: **77**



Investments

% Holders

48.8% Index: **81**

Balance

**\$284,723**

Index: **84**



Unlisted Shares

% Holders

11.4% Index: **92**

Balance

**\$303,603**

Index: **95**



Real Estate

% Holders

36.6% Index: **48**

Balance

**\$655,209**

Index: **87**



Liquid Assets

% Holders

96.4% Index: **98**

Balance

**\$235,952**

Index: **71**

## DEBT\*



Consumer Debt

% Holders

87.1% Index: **96**

Balance

**\$33,789**

Index: **51**



Mortgage Debt

% Holders

21.7% Index: **47**

Balance

**\$300,443**

Index: **101**

## FINANCIAL RATIO



Debt:Asset

% Holders

0.19% Index: **89**

Benchmark: Southern Ontario

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% Holders represent where customers are found.

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

Index Colours: <80 80 - 110 110+

## FINANCIAL RATIOS\*



Debt: Asset

0.19

Index: 89



Debt: Liquid Assets

0.42

Index: 68



Consumer Debt - Discr. Income

0.68

Index: 73



Savings - Investments

0.64

Index: 106



Pension - Non-Pension Assets

0.25

Index: 115



Real Estate Assets - Liq. Assets

1.06

Index: 60



Mortgage - Real Estate Assets

0.27

Index: 112



Mortgage - Consumer Debt

2.21

Index: 96

Benchmark: Southern Ontario

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

Trade Area: Hamilton - Locke Street BIA

Households: 16,554

**Total Aggregate Current Consumption: \$915,286,615**

**Average Current Consumption**

**\$55,291**

Index **68**

**Average Household Income**










**\$77,515**

Index **67**

**Average Disposable Income**

**\$61,764**

Index **69**

 <p><b>Shelter</b></p> <p>Avg. Dollars/Household: <b>\$14,740</b> Index <b>70</b></p> <p>Pct. of Total Expenditure: <b>26.7%</b> Index <b>104</b></p>	 <p><b>Food</b></p> <p>Avg. Dollars/Household: <b>\$9,418</b> Index <b>74</b></p> <p>Pct. of Total Expenditure: <b>17.0%</b> Index <b>109</b></p>	 <p><b>Transportation</b></p> <p>Avg. Dollars/Household: <b>\$7,568</b> Index <b>55</b></p> <p>Pct. of Total Expenditure: <b>13.7%</b> Index <b>81</b></p>
 <p><b>Household Operation</b></p> <p>Avg. Dollars/Household: <b>\$3,656</b> Index <b>64</b></p> <p>Pct. of Total Expenditure: <b>6.6%</b> Index <b>94</b></p>	 <p><b>Health Care</b></p> <p>Avg. Dollars/Household: <b>\$3,504</b> Index <b>64</b></p> <p>Pct. of Total Expenditure: <b>6.3%</b> Index <b>95</b></p>	 <p><b>Recreation</b></p> <p>Avg. Dollars/Household: <b>\$3,373</b> Index <b>70</b></p> <p>Pct. of Total Expenditure: <b>6.1%</b> Index <b>104</b></p>
 <p><b>Tobacco and Alcohol</b></p> <p>Avg. Dollars/Household: <b>\$2,782</b> Index <b>78</b></p> <p>Pct. of Total Expenditure: <b>5.0%</b> Index <b>116</b></p>	 <p><b>Clothing</b></p> <p>Avg. Dollars/Household: <b>\$2,460</b> Index <b>74</b></p> <p>Pct. of Total Expenditure: <b>4.4%</b> Index <b>110</b></p>	 <p><b>Household Furnishings</b></p> <p>Avg. Dollars/Household: <b>\$2,346</b> Index <b>59</b></p> <p>Pct. of Total Expenditure: <b>4.2%</b> Index <b>87</b></p>

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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# Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area: Hamilton - Locke Street BIA

Households: 16,554

<b>Average Household Income</b> <b>\$77,515</b> Index <b>67</b>	<b>Average Food Expenditure</b> <b>\$9,418</b> Index <b>74</b>	<b>Average Spend on Food from Restaurants</b> <b>\$3,391</b> Index <b>84</b>	<b>Average Spend on Food from Stores</b> <b>\$6,027</b> Index <b>69</b>
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**Total Aggregate Food Expenditure: \$ 155,909,964**

 <b>Bakery</b> Avg. Dollars/Household: <b>\$614</b> Index <b>70</b> Pct. of Total Expenditure: <b>10.2%</b> Index <b>102</b>	 <b>Cereal Products</b> Avg. Dollars/Household: <b>\$365</b> Index <b>71</b> Pct. of Total Expenditure: <b>6.0%</b> Index <b>104</b>	 <b>Fruit and nuts</b> Avg. Dollars/Household: <b>\$785</b> Index <b>72</b> Pct. of Total Expenditure: <b>13.0%</b> Index <b>104</b>
 <b>Vegetables</b> Avg. Dollars/Household: <b>\$655</b> Index <b>71</b> Pct. of Total Expenditure: <b>10.9%</b> Index <b>103</b>	 <b>Dairy products &amp; Eggs</b> Avg. Dollars/Household: <b>\$908</b> Index <b>71</b> Pct. of Total Expenditure: <b>15.1%</b> Index <b>103</b>	 <b>Meat</b> Avg. Dollars/Household: <b>\$1,001</b> Index <b>64</b> Pct. of Total Expenditure: <b>16.6%</b> Index <b>93</b>
 <b>Fish &amp; Seafood</b> Avg. Dollars/Household: <b>\$200</b> Index <b>68</b> Pct. of Total Expenditure: <b>3.3%</b> Index <b>99</b>	 <b>Beverages &amp; Other Food</b> Avg. Dollars/Household: <b>\$1,500</b> Index <b>68</b> Pct. of Total Expenditure: <b>24.9%</b> Index <b>99</b>	

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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## Post COVID-19 Activities



## Activities Look Forward To Doing

	%	Base %	Index
<b>Socializing</b>			
Dating	13.8	11.0	126
Going to restaurants, bars or night clubs	56.8	55.1	103
Having physical Contact with family and friends	59.5	57.7	103
Participating in group activities	41.1	38.7	106
Partying	19.4	15.8	123
Seeing family and friends in person	64.7	62.8	103
<b>Entertainment</b>			
Attending events, festivals or concerts	43.9	42.9	102
Attending sports events (excludes professional sports)	17.4	18.2	95
Attending to professional sports events or games	28.0	25.4	110
Going to the movies	47.4	45.7	104
<b>Movement &amp; Travel</b>			
Driving more	14.4	16.1	90
Shopping in-store	41.9	42.9	98
Spending time outdoors	33.9	32.5	104
Travelling outside of Canada/ abroad	55.3	53.2	104
Travelling within Canada	51.3	49.9	103
Using public transit	18.0	13.7	131
<b>Personal</b>			
Getting back to old habits	37.0	36.2	102
Going to a salon, barber shop or spa	33.7	33.7	100
Going to the gym	25.3	22.6	112
<b>Education/Work</b>			
Children going back to school	15.6	20.3	77
Going back to work	18.8	17.6	107
<b>Other</b>			
Not Stated	0.3	0.6	51

Benchmark: Southern Ontario

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(Base used for Index calculations)

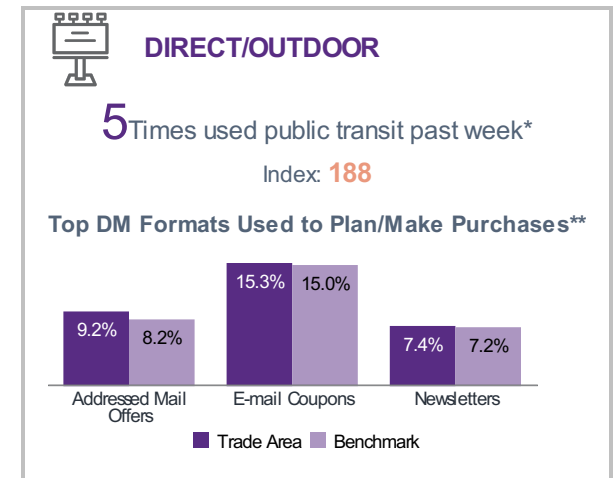
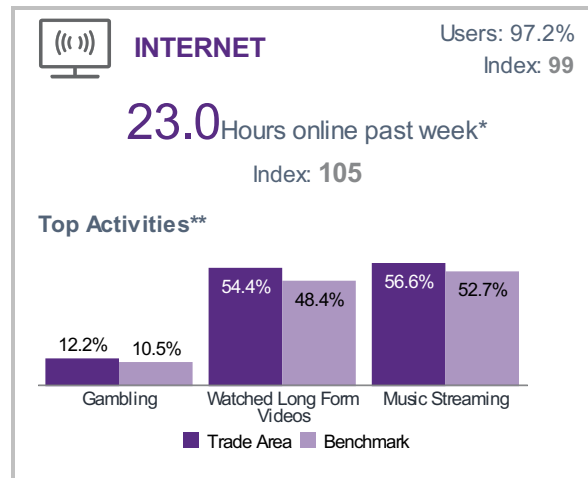
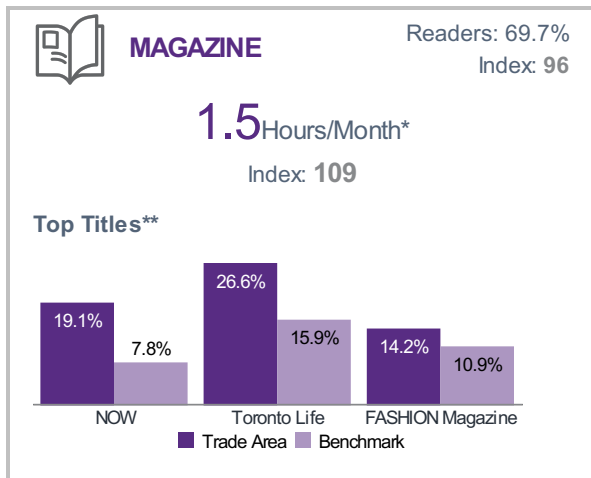
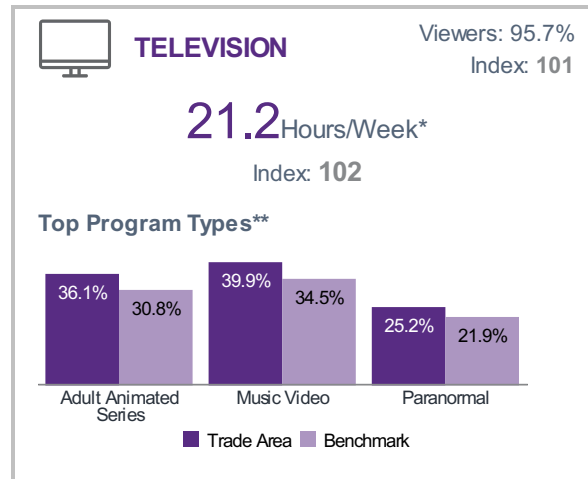
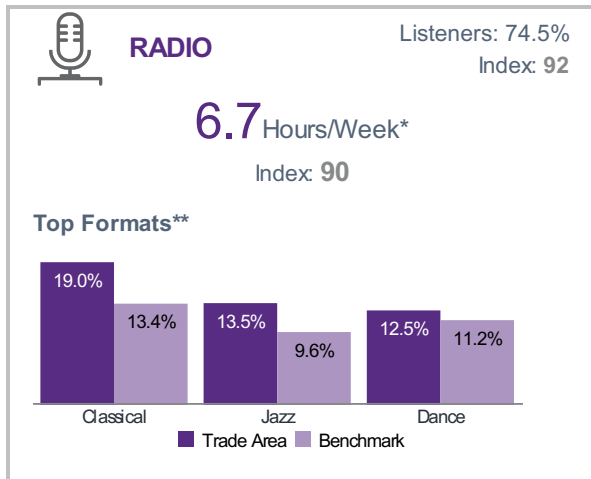
Index Colours:	<80	80 - 110	110+
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## Media and Social Media Overview

# Behavioural | Media Overview

Trade Area: Hamilton - Locke Street BIA

Household Population 14+: 26,551



Benchmark: Southern Ontario

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\* Consumption values based to variable's incidence count.

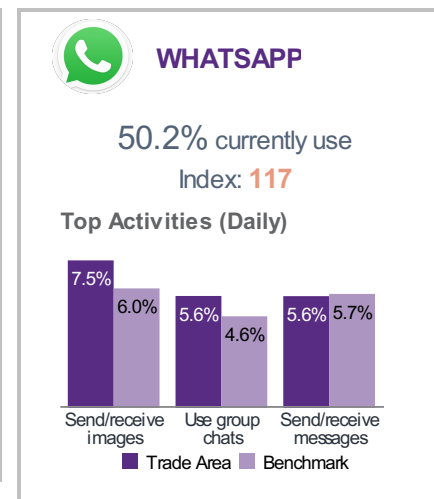
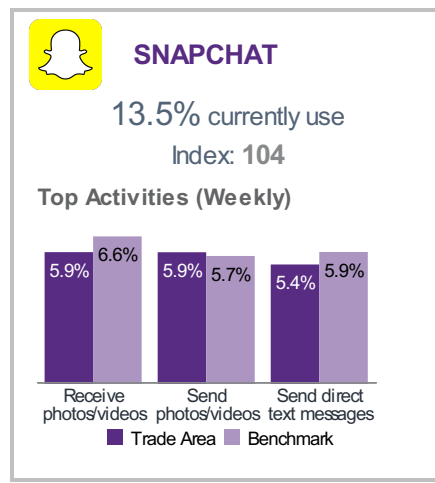
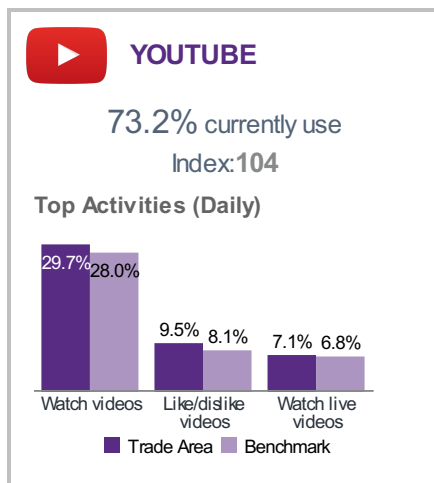
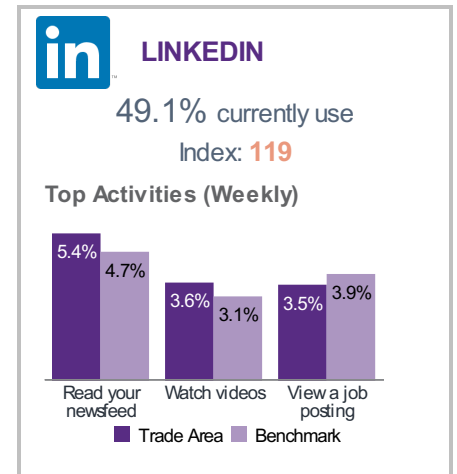
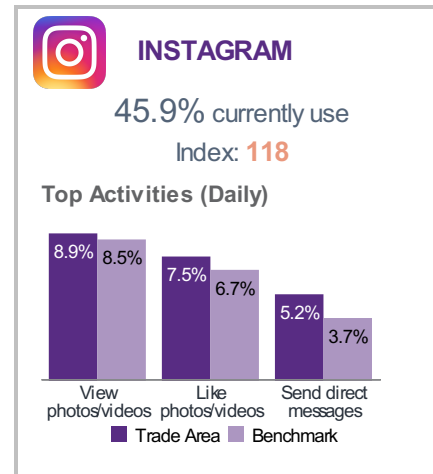
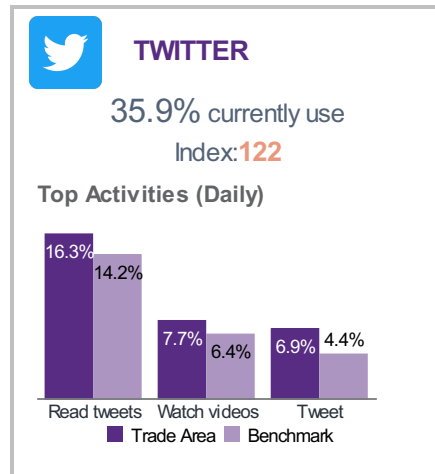
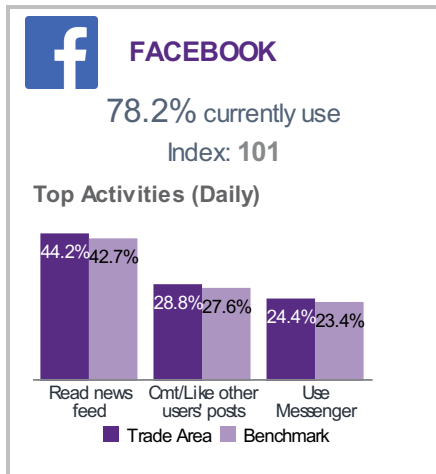
\*\* Chosen from index ranking with minimum 5% composition.



# Opticks Social | Social Media Activities

Trade Area: Hamilton - Locke Street BIA

Household Population 18+: 25,777



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

Index Colours:	<80	80 - 110	110+
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# Opticks Social | Social Media Usage

Trade Area: Hamilton - Locke Street BIA

Household Population 18+: 25,777

## FRIENDS IN ALL SM NETWORKS



0-49 friends

## FREQUENCY OF USE (DAILY)



Facebook

## BRAND INTERACTION



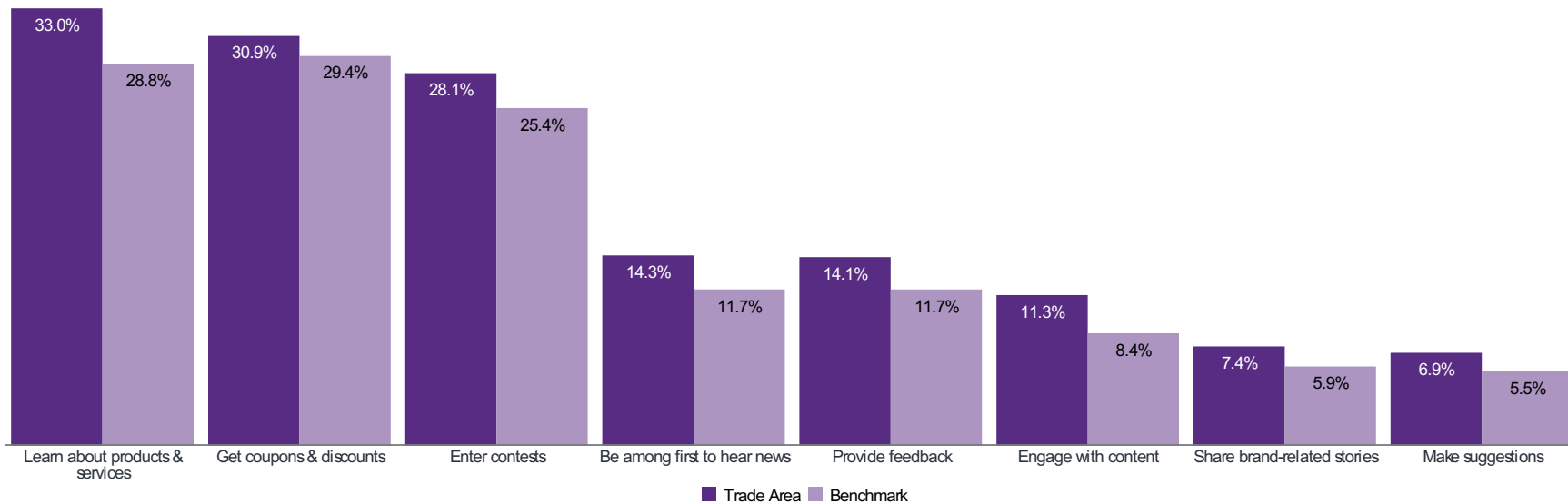
Like brand on Facebook

## NO. OF BRANDS INTERACTED



2-5 brands

## REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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

Chosen and ranked by percent composition

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

Trade Area: Hamilton - Locke Street BIA

Total Household Population 18+:25,777



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

% Comp **87.0** Index **99**



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

% Comp **48.2** Index **99**



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

% Comp **82.7** Index **98**



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

% Comp **39.3** Index **96**



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

% Comp **55.7** Index **98**



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

% Comp **28.8** Index **96**

Benchmark: Southern Ontario

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Ranked by percent composition.

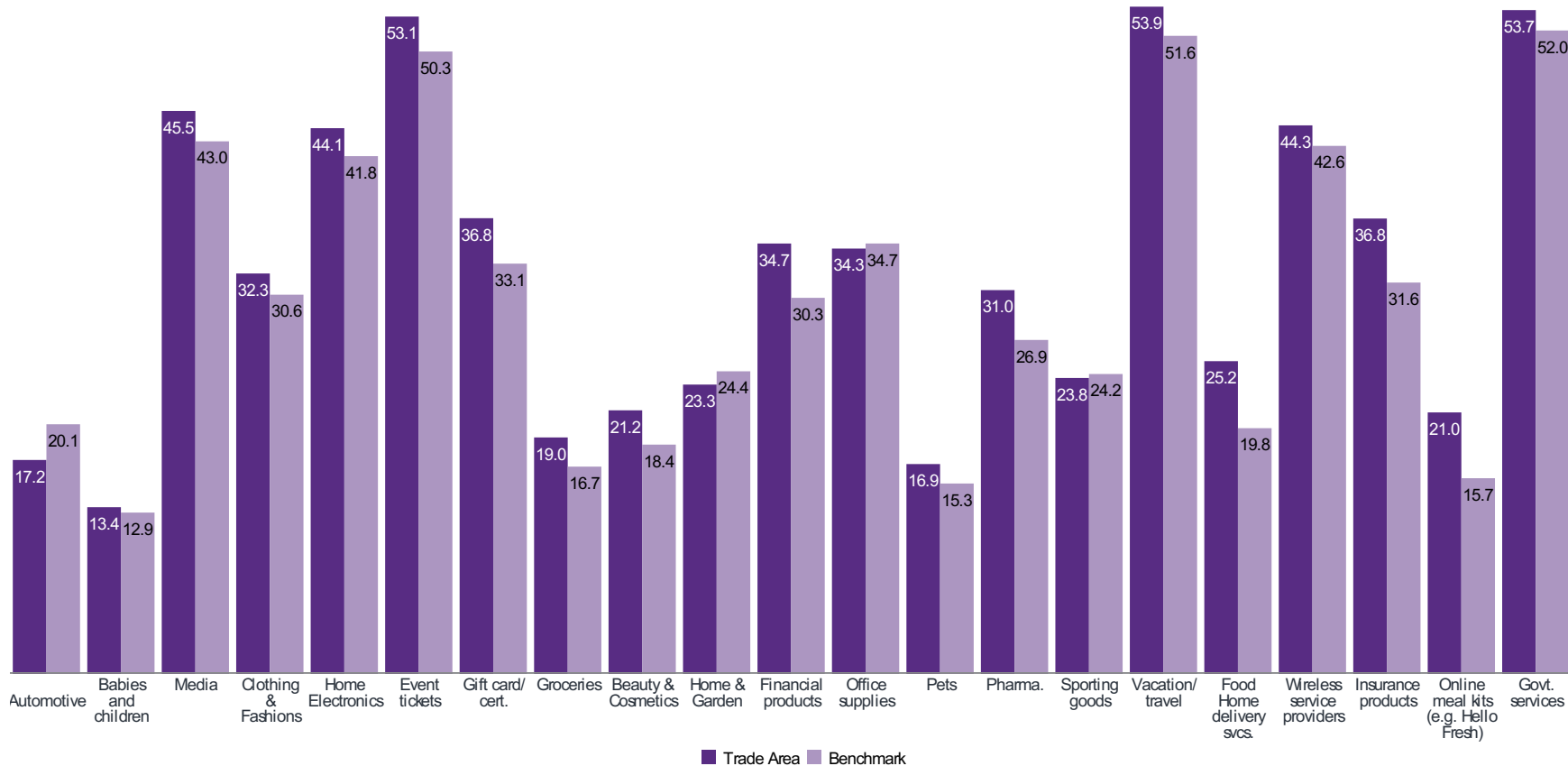
Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Purchase Preference by Category

Trade Area: Hamilton - Locke Street BIA

Total Household Population 18+:25,777

## ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Clothing & Fashions Deep Dive

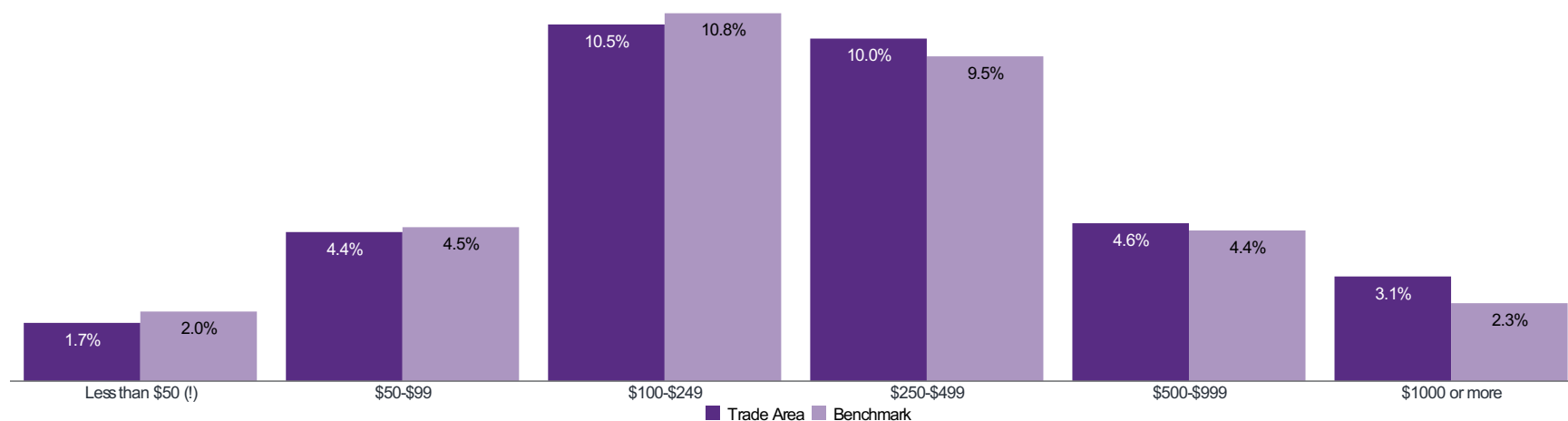
Trade Area: Hamilton - Locke Street BIA

Total Household Population 18+: 25,777

## 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	60.8% Index:99	39.9% Index:108	14.5% Index:118	3.6% Index:112
Purchase preference	74.1% Index:98	32.3% Index:106	11.1% Index:113	3.8% Index:147
Customer Service	60.4% Index:98	21.2% Index:118	8.6% Index:150	20.9% 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+
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# Opticks eShopper | Home Electronics & Computers Deep Dive

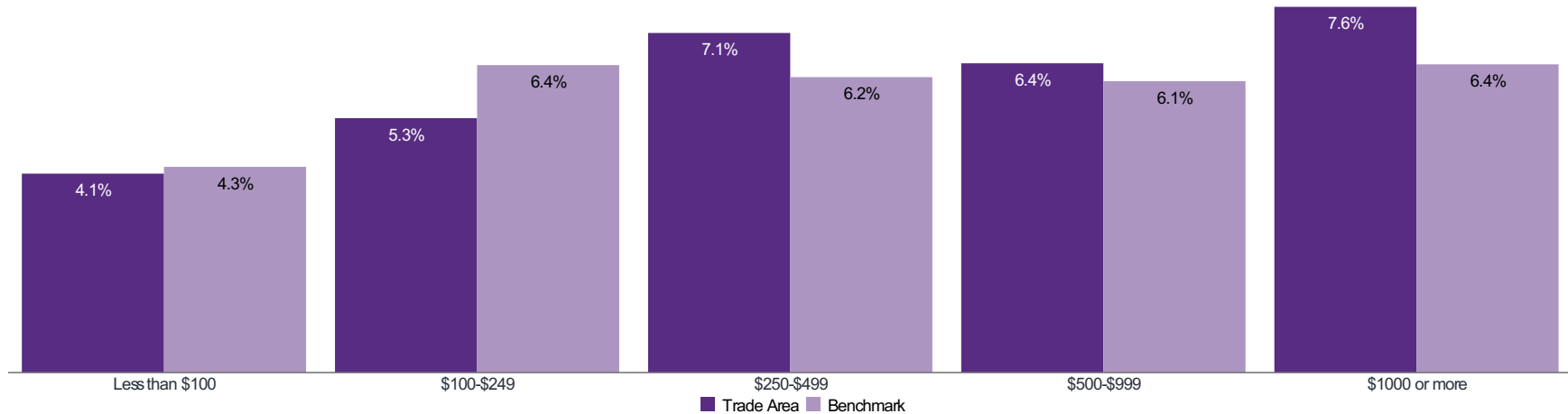
Trade Area: Hamilton - Locke Street BIA

Total Household Population 18+: 25,777

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>HOME ELECTRONICS &amp; COMPUTERS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
	Gather information	48.4% Index: 96	56.1% Index: 102	16.8% Index: 108
Purchase preference	64.2% Index: 94	44.1% Index: 105	13.1% Index: 119	6.6% Index: 102
Customer Service	53.8% Index: 95	28.9% Index: 117	9.1% Index: 123	36.8% Index: 100

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Gift Cards Deep Dive

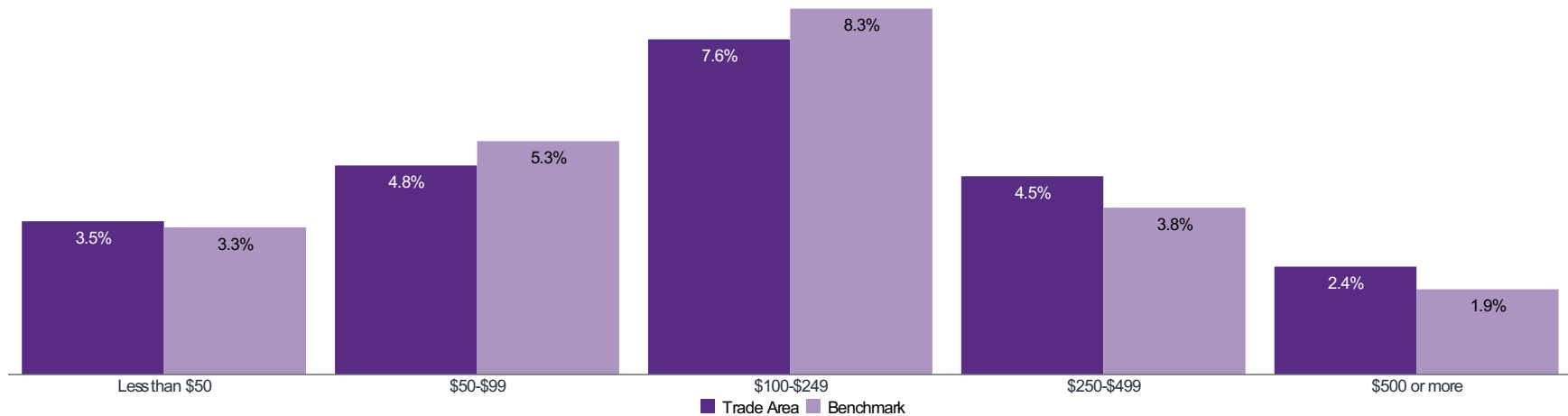
Trade Area: Hamilton - Locke Street BIA

Total Household Population 18+: 25,777

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>GIFT CARDS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	43.6% Index:92	40.9% Index:116	12.7% Index:115	4.8% Index:134
Purchase preference	56.1% Index:93	36.8% Index:111	10.1% Index:115	3.7% Index:119
Customer Service	39.1% Index:92	23.8% Index:116	7.3% Index:119	27.8% Index:100

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Groceries Deep Dive

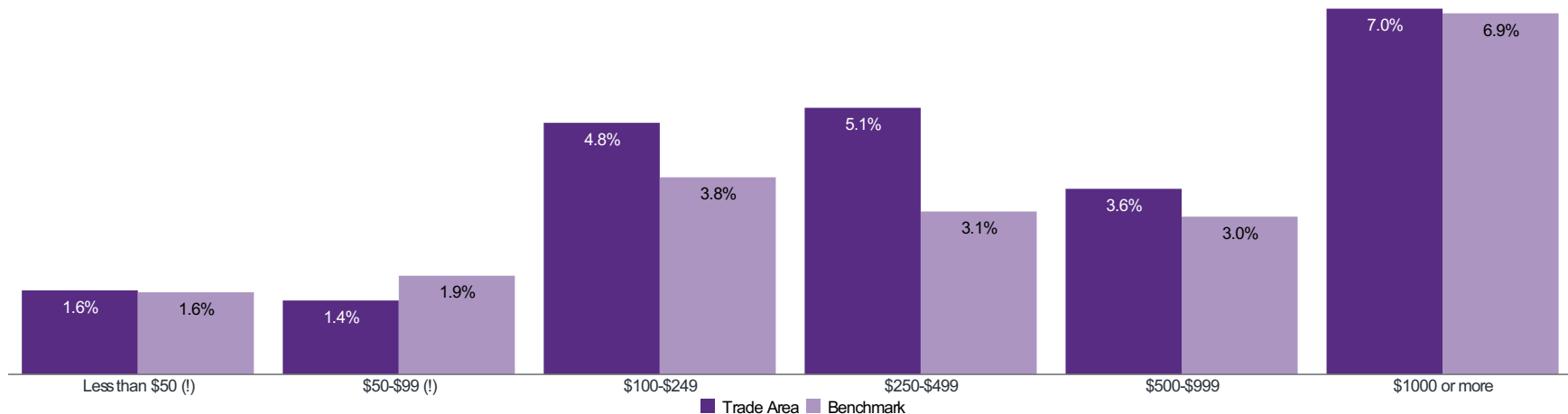
Trade Area: Hamilton - Locke Street BIA

Total Household Population 18+: 25,777

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>GROCERIES</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	69.8% Index:97	27.4% Index:111	12.5% Index:112	4.3% Index:158
Purchase preference	81.9% Index:98	19.0% Index:114	7.4% Index:119	3.0% Index:122
Customer Service	67.0% Index:96	14.8% Index:129	5.1% Index:128	18.4% Index:98

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Beauty & Cosmetics Deep Dive

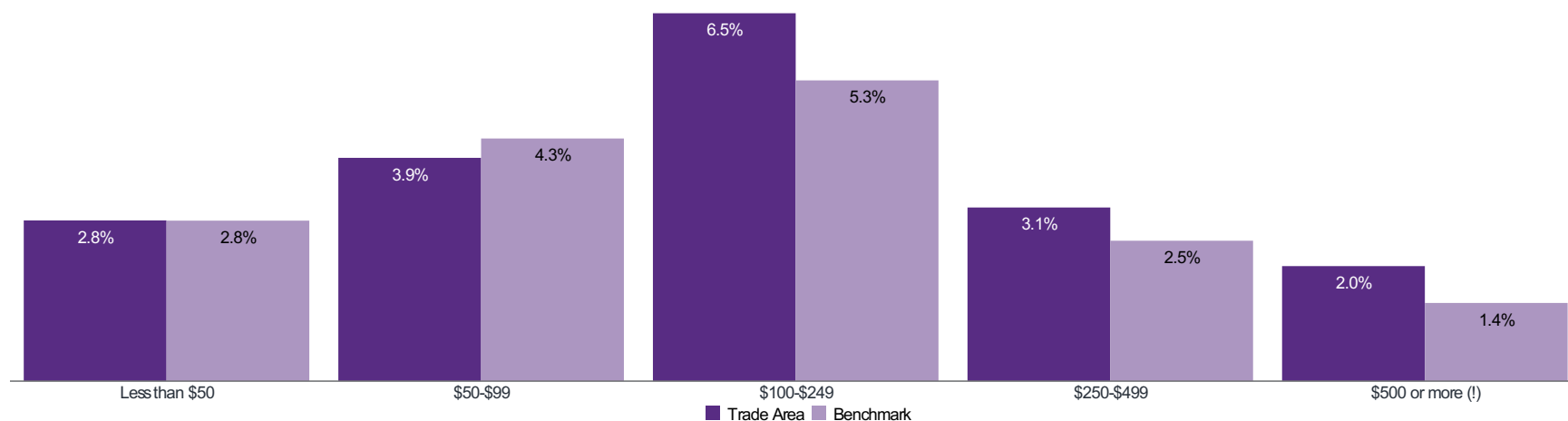
Trade Area: Hamilton - Locke Street BIA

Total Household Population 18+: 25,777

## 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	38.3% Index:108	26.3% Index:119	9.9% Index:122	4.3% Index:151
Purchase preference	47.8% Index:103	21.2% Index:115	8.6% Index:135	3.2% Index:142
Customer Service	37.5% Index:103	15.7% Index:125	5.4% Index:124	14.7% Index:100

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

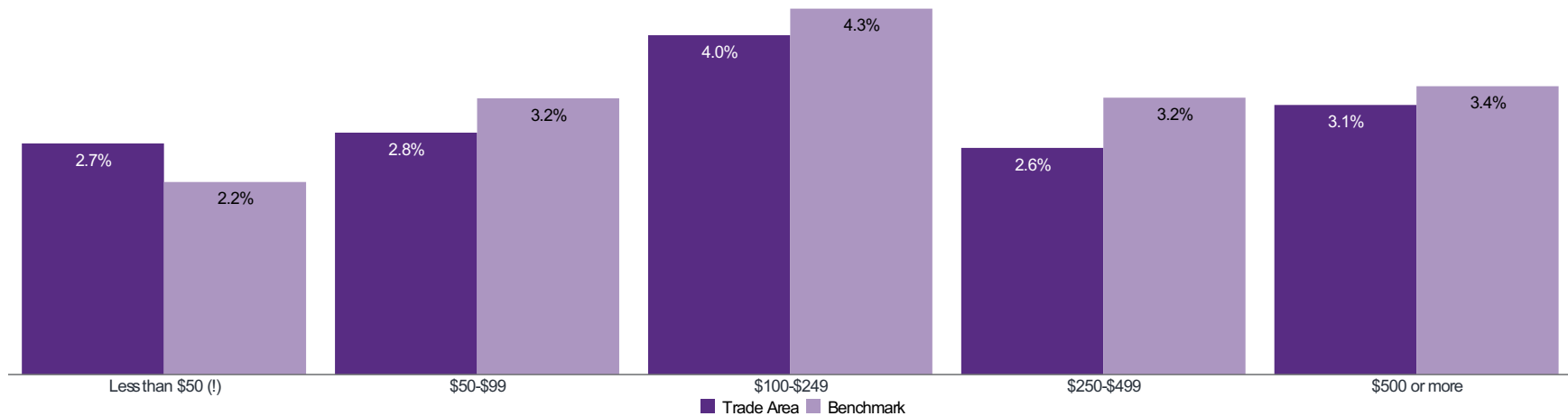
Trade Area: Hamilton - Locke Street BIA

Total Household Population 18+: 25,777

## 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	44.7% Index:86	35.9% Index:95	10.9% Index:95	5.6% Index:98
Purchase preference	58.9% Index:86	23.3% Index:96	8.8% Index:126	3.8% Index:105
Customer Service	46.0% Index:85	17.8% Index:111	6.5% Index:135	18.6% Index:81

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Sporting Goods Deep Dive

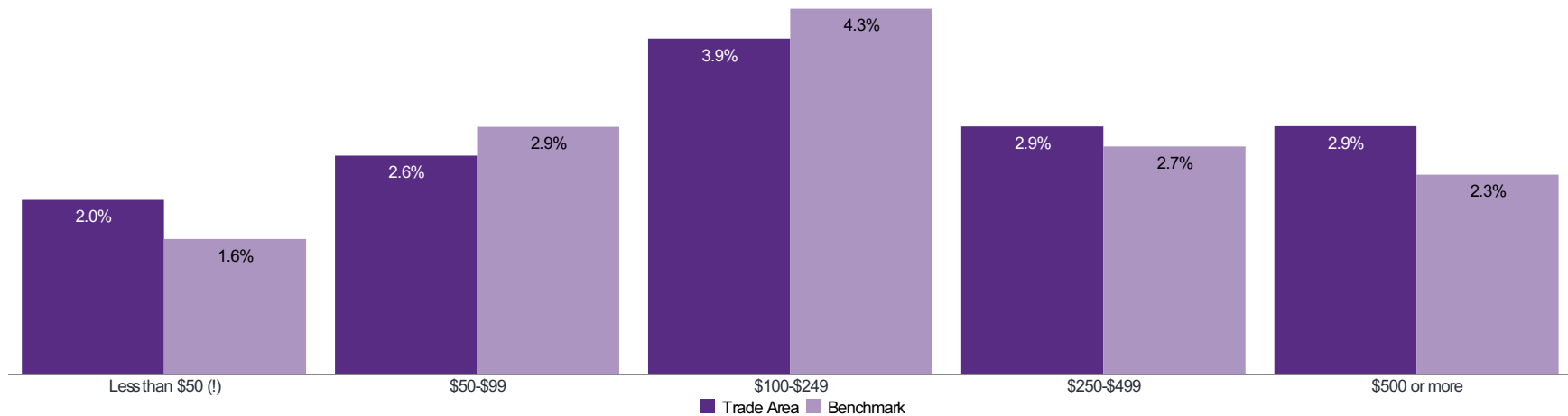
Trade Area: Hamilton - Locke Street BIA

Total Household Population 18+: 25,777

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>SPORTING GOODS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	37.3% Index:96	32.7% Index:102	11.5% Index:110	5.7% Index:146
Purchase preference	47.6% Index:92	23.8% Index:99	8.8% Index:117	3.4% Index:113
Customer Service	39.4% Index:94	17.2% Index:114	6.4% Index:124	18.6% Index:91

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

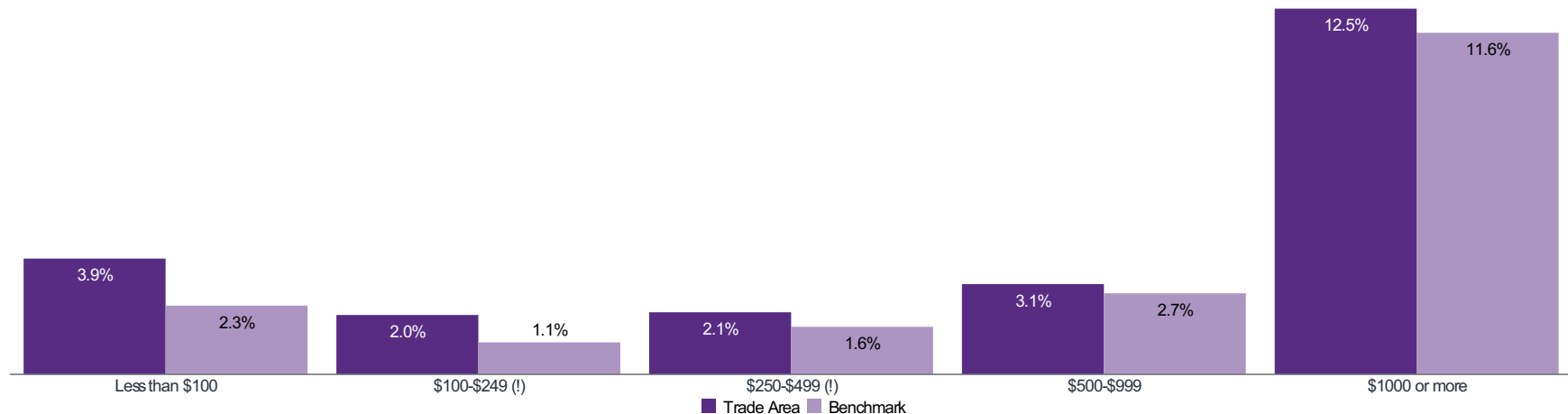
Trade Area: Hamilton - Locke Street BIA

Total Household Population 18+: 25,777

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>VACATION/ TRAVEL</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	18.9% Index:92	60.9% Index:105	17.7% Index:118	14.1% Index:87
Purchase preference	25.7% Index:89	53.9% Index:105	8.8% Index:117	15.0% Index:83
Customer Service	29.0% Index:100	31.6% Index:115	8.5% Index:122	43.2% Index:99

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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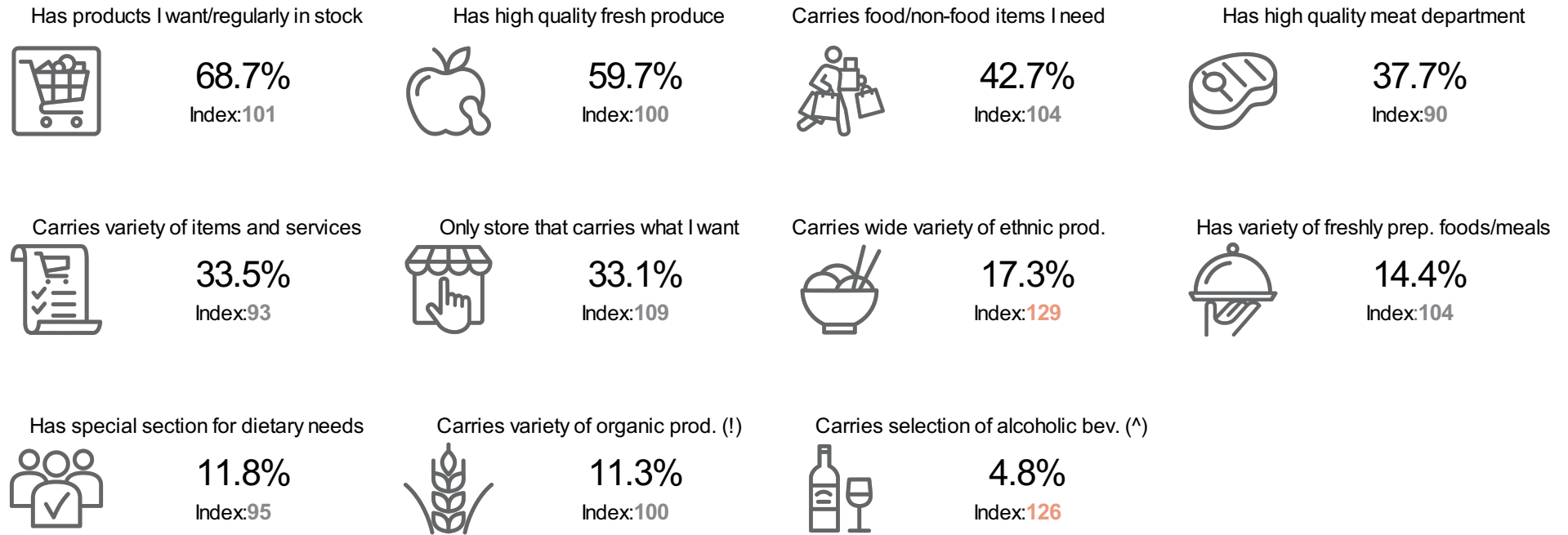


## Store Loyalty

Trade Area: Hamilton - Locke Street BIA

Households: 16,554

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark: Southern Ontario

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

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

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Index Colours:	<80	80 - 110	110+

Trade Area: Hamilton - Locke Street BIA

Households: 16,554

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



67.1%  
Index: 112

Easy to get in and get out quickly



43.1%  
Index: 100

Organized layout makes it easy to shop



41.7%  
Index: 100

Staff are friendly and knowledgeable



34.5%  
Index: 102

Short checkout lines/fast checkout



32.4%  
Index: 91

Has extended hours



25.9%  
Index: 94

I like the store ambiance



23.8%  
Index: 119

Has self-checkout



14.9%  
Index: 109

Offers an online shopping option (!)



8.5%  
Index: 95

Benchmark: Southern Ontario

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

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

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

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

Households: 16,554

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



67.0%  
Index:101

Store has the lowest prices overall



64.8%  
Index:112

Store has great sales and promotions



63.1%  
Index:94

Store has a customer loyalty card program



47.3%  
Index:95

Has loyalty prog. app and offers pers. promos



29.6%  
Index:101

I'm loyal to their store brands



23.1%  
Index:101

### OUT OF STOCK ITEM

	% Base	% Pen	Index
<b>Psychographics - Shopping Preferences</b>			
Postpone the purchase	44.9	40.2	0.5 112
Leave the store and buy it elsewhere	28.7	30.9	0.4 93
Purchase another brand	19.9	21.2	0.4 94
Purchase another size or variety of the same brand (!)	6.5	7.7	0.3 84

Benchmark: Southern Ontario

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

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

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

Index Colours:	<80	80 - 110	110+
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## Main Street Visitors

**2019 Hamilton - Locke Street BIA Visitors by Top 10 Census Subdivisions  
Compared to Total Household Population 15+  
Benchmark: Ontario and Quebec**

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2019				Summer 2019				Fall 2019				Winter 2019				Full Year 2019			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
<b>Total</b>		<b>19,302,713</b>	<b>100%</b>	<b>102,783</b>	<b>100%</b>	<b>0.53%</b>	<b>100</b>	<b>80,122</b>	<b>100%</b>	<b>0.42%</b>	<b>100</b>	<b>76,851</b>	<b>100%</b>	<b>0.40%</b>	<b>100</b>	<b>101,607</b>	<b>100%</b>	<b>0.53%</b>	<b>100</b>	<b>177,200</b>	<b>100%</b>	<b>0.92%</b>	<b>100</b>
3525005	Hamilton, ON (C)	483,265	2.50%	63,926	62.20%	13.23%	2484	51,463	64.23%	10.65%	2566	50,625	65.87%	10.48%	2631	64,223	63.21%	13.29%	2525	100,291	56.60%	20.75%	2261
3520005	Toronto, ON (C)	2,568,898	13.31%	5,581	5.43%	0.22%	41	4,263	5.32%	0.17%	40	4,445	5.78%	0.17%	43	5,430	5.34%	0.21%	40	12,436	7.02%	0.48%	53
3524002	Burlington, ON (CY)	163,747	0.85%	6,258	6.09%	3.82%	718	4,800	5.99%	2.93%	706	4,696	6.11%	2.87%	720	7,441	7.32%	4.54%	863	11,840	6.68%	7.23%	788
3521005	Mississauga, ON (CY)	642,951	3.33%	3,015	2.93%	0.47%	88	2,132	2.66%	0.33%	80	1,343	1.75%	0.21%	52	2,285	2.25%	0.36%	68	5,215	2.94%	0.81%	88
3524001	Oakville, ON (T)	174,424	0.90%	2,639	2.57%	1.51%	284	1,595	1.99%	0.91%	220	1,318	1.72%	0.76%	190	2,601	2.56%	1.49%	283	4,532	2.56%	2.60%	283
3529006	Brantford, ON (CY)	85,464	0.44%	1,830	1.78%	2.14%	402	1,214	1.52%	1.42%	342	973	1.27%	1.14%	286	1,816	1.79%	2.12%	404	3,198	1.80%	3.74%	408
3521010	Brampton, ON (CY)	596,084	3.09%	1,052	1.02%	0.18%	33	987	1.23%	0.17%	40	671	0.87%	0.11%	28	948	0.93%	0.16%	30	2,313	1.31%	0.39%	42
3528018	Haldimand County, ON (CY)	41,702	0.22%	1,409	1.37%	3.38%	635	960	1.20%	2.30%	555	862	1.12%	2.07%	519	1,177	1.16%	2.82%	536	2,273	1.28%	5.45%	594
3526053	St. Catharines, ON (CY)	118,411	0.61%	1,041	1.01%	0.88%	165	684	0.85%	0.58%	139	626	0.81%	0.53%	133	1,035	1.02%	0.87%	166	1,965	1.11%	1.66%	181
3530010	Cambridge, ON (CY)	114,129	0.59%	643	0.63%	0.56%	106	657	0.82%	0.58%	139	853	1.11%	0.75%	188	722	0.71%	0.63%	120	1,683	0.95%	1.47%	161

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2019 Hamilton - Locke Street BIA Visitors Within Trade Area  
Compared to Total Household Population 15+  
Benchmark: 15 min trade area**

Total Household Population 15+	Spring 2019 Visitors		Summer 2019 Visitors		Fall 2019 Visitors		Winter 2019 Visitors		Full Year 2019 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
26,246	10,267	39.1	10,041	38.3	10,049	38.3	9,573	36.5	12,963	49.4

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

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	179,867	12,963	7.2	166,904	92.8

**2020 Hamilton - Locke Street BIA Visitors by Top 10 Census Subdivisions**  
**Compared to Total Household Population 15+**  
**Benchmark: Ontario and Quebec**

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2020				Summer 2020				Fall 2020				Winter 2020				Full Year 2020			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
<b>Total</b>		<b>19,302,713</b>	<b>100%</b>	<b>47,600</b>	<b>100%</b>	<b>0.25%</b>	<b>100</b>	<b>79,815</b>	<b>100%</b>	<b>0.41%</b>	<b>100</b>	<b>66,713</b>	<b>100%</b>	<b>0.35%</b>	<b>100</b>	<b>73,148</b>	<b>100%</b>	<b>0.38%</b>	<b>100</b>	<b>137,103</b>	<b>100%</b>	<b>0.71%</b>	<b>100</b>
3525005	Hamilton, ON (C)	483,265	2.50%	33,115	69.57%	6.85%	2779	52,251	65.46%	10.81%	2615	42,667	63.96%	8.83%	2555	49,448	67.60%	10.23%	2700	81,591	59.51%	16.88%	2377
3520005	Toronto, ON (C)	2,568,898	13.31%	1,976	4.15%	0.08%	31	5,657	7.09%	0.22%	53	5,120	7.67%	0.20%	58	2,934	4.01%	0.11%	30	9,776	7.13%	0.38%	54
3524002	Burlington, ON (CY)	163,747	0.85%	3,225	6.78%	1.97%	799	4,819	6.04%	2.94%	712	4,025	6.03%	2.46%	711	4,440	6.07%	2.71%	716	9,007	6.57%	5.50%	774
3521005	Mississauga, ON (CY)	642,951	3.33%	1,212	2.55%	0.19%	76	2,139	2.68%	0.33%	80	1,843	2.76%	0.29%	83	1,602	2.19%	0.25%	66	4,107	3.00%	0.64%	90
3524001	Oakville, ON (T)	174,424	0.90%	803	1.69%	0.46%	187	1,241	1.56%	0.71%	172	960	1.44%	0.55%	159	1,568	2.14%	0.90%	237	2,909	2.12%	1.67%	235
3529006	Brantford, ON (CY)	85,464	0.44%	533	1.12%	0.62%	253	936	1.17%	1.10%	265	1,031	1.54%	1.21%	349	936	1.28%	1.10%	289	2,153	1.57%	2.52%	355
3521010	Brampton, ON (CY)	596,084	3.09%	540	1.13%	0.09%	37	830	1.04%	0.14%	34	1,050	1.57%	0.18%	51	735	1.00%	0.12%	33	2,053	1.50%	0.34%	48
3528018	Haldimand County, ON (CY)	41,702	0.22%	603	1.27%	1.45%	586	1,090	1.37%	2.61%	632	662	0.99%	1.59%	459	1,061	1.45%	2.54%	671	1,924	1.40%	4.61%	650
3523008	Guelph, ON (CY)	121,691	0.63%	327	0.69%	0.27%	109	553	0.69%	0.45%	110	735	1.10%	0.60%	175	562	0.77%	0.46%	122	1,590	1.16%	1.31%	184
3526053	St. Catharines, ON (CY)	118,411	0.61%	382	0.80%	0.32%	131	624	0.78%	0.53%	127	763	1.14%	0.64%	186	671	0.92%	0.57%	149	1,491	1.09%	1.26%	177

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2020 Hamilton - Locke Street BIA Visitors Within Trade Area**  
**Compared to Total Household Population 15+**  
**Benchmark: 15 min trade area**

Total Household Population 15+	Spring 2020 Visitors		Summer 2020 Visitors		Fall 2020 Visitors		Winter 2020 Visitors		Full Year 2020 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
26,246	8,423	32.1	9,569	36.5	9,004	34.3	9,014	34.3	12,524	47.7

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

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	138,089	12,524	9.1	125,565	90.9

**2021 Hamilton - Locke Street BIA Visitors by Top 10 Census Subdivisions  
Compared to Total Household Population 15+  
Benchmark: Ontario and Quebec**

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2021				Summer 2021				Fall 2021				Winter 2021				Full Year 2021			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
<b>Total</b>		<b>19,302,713</b>	<b>100%</b>	<b>53,504</b>	<b>100%</b>	<b>0.28%</b>	<b>100</b>	<b>90,135</b>	<b>100%</b>	<b>0.47%</b>	<b>100</b>	<b>87,892</b>	<b>100%</b>	<b>0.46%</b>	<b>100</b>	<b>67,903</b>	<b>100%</b>	<b>0.35%</b>	<b>100</b>	<b>148,565</b>	<b>100%</b>	<b>0.77%</b>	<b>100</b>
3525005	Hamilton, ON (C)	483,265	2.50%	35,338	66.05%	7.31%	2638	57,118	63.37%	11.82%	2531	55,027	62.61%	11.39%	2501	45,333	66.76%	9.38%	2667	86,077	57.94%	17.81%	2314
3520005	Toronto, ON (C)	2,568,898	13.31%	3,200	5.98%	0.12%	45	5,981	6.64%	0.23%	50	4,580	5.21%	0.18%	39	3,926	5.78%	0.15%	43	10,429	7.02%	0.41%	53
3524002	Burlington, ON (CY)	163,747	0.85%	2,597	4.85%	1.59%	572	4,232	4.70%	2.58%	553	5,551	6.32%	3.39%	745	3,980	5.86%	2.43%	691	8,658	5.83%	5.29%	687
3521005	Mississauga, ON (CY)	642,951	3.33%	1,688	3.15%	0.26%	95	2,207	2.45%	0.34%	74	2,708	3.08%	0.42%	92	1,964	2.89%	0.31%	87	4,948	3.33%	0.77%	100
3524001	Oakville, ON (T)	174,424	0.90%	917	1.71%	0.53%	190	1,623	1.80%	0.93%	199	2,307	2.63%	1.32%	291	1,271	1.87%	0.73%	207	3,581	2.41%	2.05%	267
3529006	Brantford, ON (CY)	85,464	0.44%	682	1.27%	0.80%	288	1,260	1.40%	1.47%	316	1,203	1.37%	1.41%	309	1,216	1.79%	1.42%	405	2,780	1.87%	3.25%	423
3528018	Haldimand County, ON (CY)	41,702	0.22%	785	1.47%	1.88%	679	1,166	1.29%	2.80%	599	1,030	1.17%	2.47%	543	710	1.05%	1.70%	484	2,201	1.48%	5.28%	686
3519028	Vaughan, ON (CY)	264,447	1.37%	1,360	2.54%	0.51%	186	747	0.83%	0.28%	61	590	0.67%	0.22%	49	1,039	1.53%	0.39%	112	2,132	1.44%	0.81%	105
3521010	Brampton, ON (CY)	596,084	3.09%	522	0.98%	0.09%	32	956	1.06%	0.16%	34	891	1.01%	0.15%	33	668	0.98%	0.11%	32	1,809	1.22%	0.30%	39
3526053	St. Catharines, ON (CY)	118,411	0.61%	347	0.65%	0.29%	106	910	1.01%	0.77%	165	1,174	1.34%	0.99%	218	582	0.86%	0.49%	140	1,692	1.14%	1.43%	186

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

Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
26,246	7,118	27.1	10,819	41.2	9,018	34.4	8,173	31.1	11,345	43.2

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

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	151,292	11,345	7.5	139,947	92.5

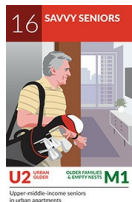


## Top 5 segments represent **31.9%** of customers in Southern Ontario



Rank: 1  
 Customers: 13,317  
 Customers %: 10.20  
 % in Benchmark: 4.63  
 Index: 220

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: 7,412  
 Customers %: 5.67  
 % in Benchmark: 2.75  
 Index: 206

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.



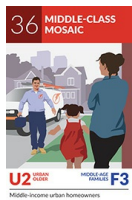
Rank: 3  
 Customers: 7,399  
 Customers %: 5.67  
 % in Benchmark: 5.19  
 Index: 109

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: 4  
 Customers: 6,927  
 Customers %: 5.30  
 % in Benchmark: 4.16  
 Index: 128

An upscale suburban lifestyle, First-Class Families is characterized by sprawling families—more than 40 percent of households contain four or more people—living in close-in suburbs. More than half the households are located in established neighbourhoods in Toronto, Calgary, Ottawa and Vancouver. In First-Class Families, the parents are middle-aged, the children are 5-24 and nearly 90 percent of households live in pricey, single-family houses. With their solid educations, the adults hold white-collar jobs in management, education and government, and earn incomes that are nearly twice the national average. One quarter of households contain second-generation Canadians; the segment scores high for members for whom Italian, Polish, Greek or Mandarin is their mother tongue. These families enjoy many team sports—baseball, basketball, football, hockey, volleyball—as both participants and spectators. And many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce. Committed to living a healthy and wholesome lifestyle, this group scores high for the value Effort Toward Health.



Rank: 5  
 Customers: 6,640  
 Customers %: 5.08  
 % in Benchmark: 1.45  
 Index: 352

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.

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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