

Community Profile: Hamilton – Stoney Creek/East Hamilton

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



ENVIRONICS
ANALYTICS

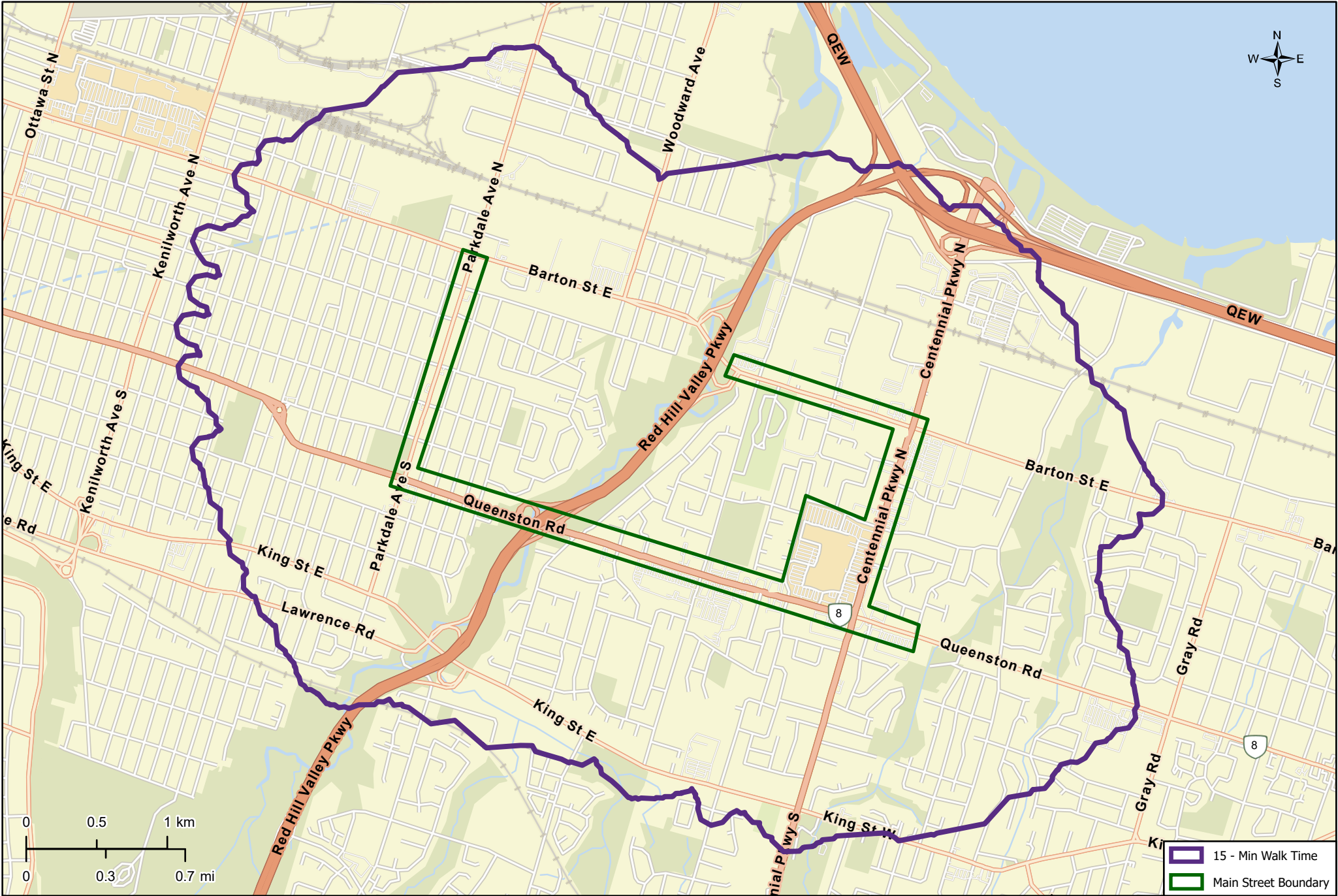
Confidential

Date: February 10, 2022

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Hamilton - Stoney Creek - East Hamilton
Main Street Boundary and Trade Area



2022-01-12 12:45 PM

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Hamilton - Stoney Creek/East Hamilton

POPULATION

42,807

HOUSEHOLDS

18,842

MEDIAN MAINTAINER AGE

57

Index: 106

MARITAL STATUS



47.2%

Index: 82

Married/Common-Law

FAMILY STATUS*

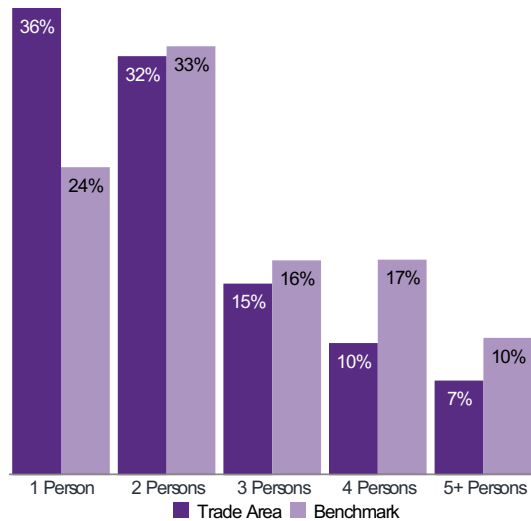


27.0%

Index: 170

Total Lone-Parent Families

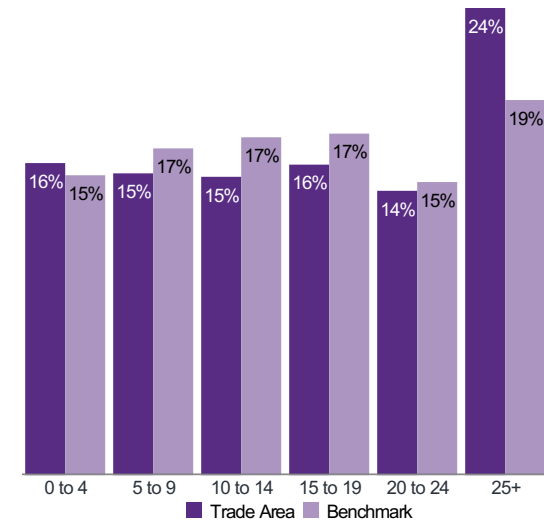
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	2,138	5.0	99
5 to 9	2,009	4.7	87
10 to 14	1,986	4.6	82
15 to 19	2,080	4.9	82
20 to 24	2,526	5.9	88
25 to 29	2,988	7.0	99
30 to 34	3,062	7.2	107
35 to 39	2,762	6.5	100
40 to 44	2,523	5.9	95
45 to 49	2,411	5.6	90
50 to 54	2,803	6.5	100
55 to 59	3,277	7.7	105
60 to 64	3,177	7.4	110
65 to 69	2,584	6.0	107
70 to 74	2,258	5.3	110
75 to 79	1,746	4.1	123
80 to 84	1,244	2.9	133
85+	1,234	2.9	130

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

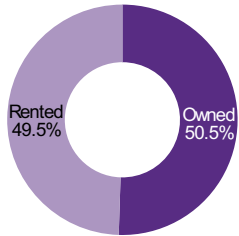
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Demographics | Housing & Income

Trade Area: Hamilton - Stoney Creek/East Hamilton

Population: 42,807 | Households: 18,842

TENURE



STRUCTURE TYPE



56.6%
Index: **73**



43.2%
Index: **196**

AGE OF HOUSING*

60+ Years Old
% Comp: **43.4** Index: **210**

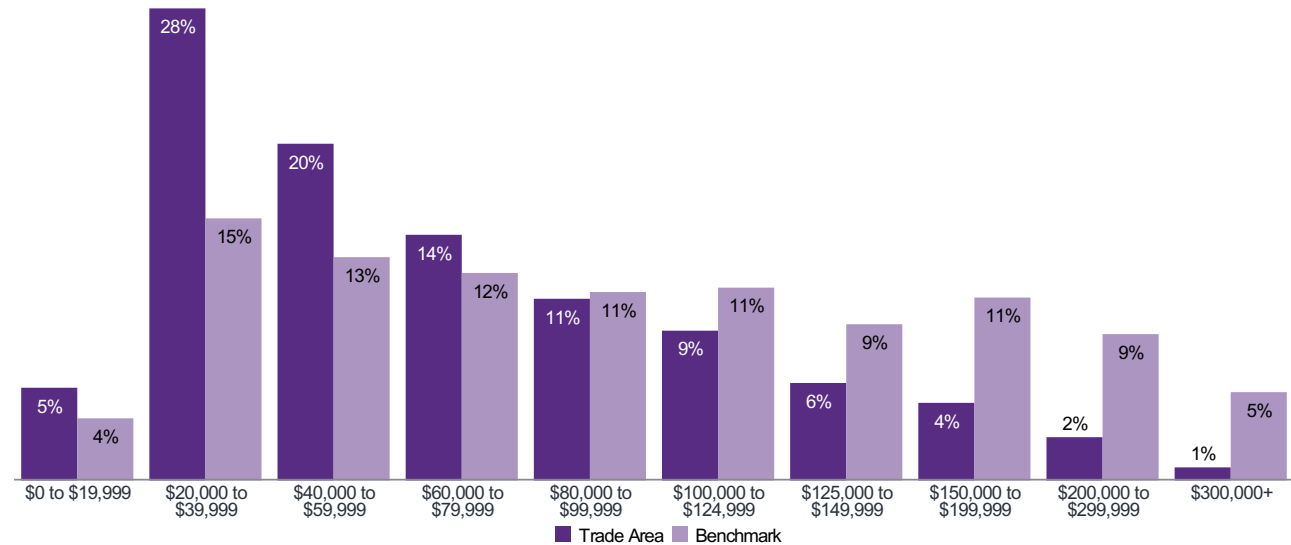
AVERAGE HOUSEHOLD INCOME



\$71,236

Index: **62**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

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

Trade Area: Hamilton - Stoney Creek/East Hamilton

Population: 42,807 | **Households:** 18,842

EDUCATION



10.4%

Index: **39**

University Degree

LABOUR FORCE PARTICIPATION



55.4%

Index: **85**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



28.4%

Index: **78**

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

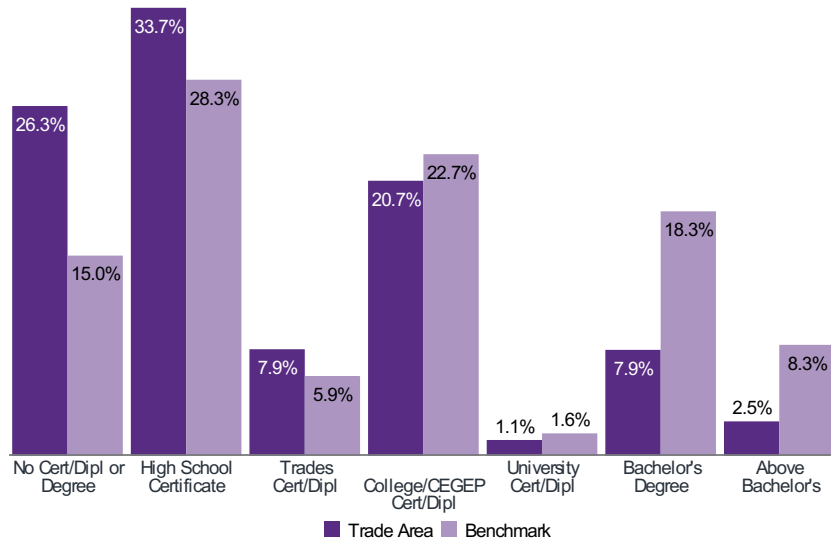


5.4%

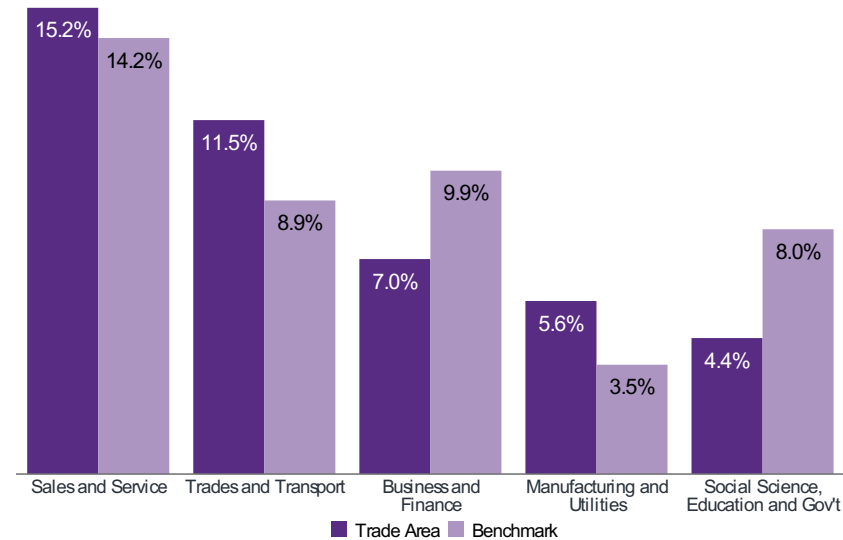
Index: **123**

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 - Stoney Creek/East Hamilton

Population: 42,807 | Households: 18,842

ABORIGINAL IDENTITY



3.6%

Index: 151

VISIBLE MINORITY PRESENCE



21.1%

Index: 73

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



3.0%

Index: 149

No knowledge of English or French

IMMIGRATION



28.0%

Index: 106

Born outside Canada

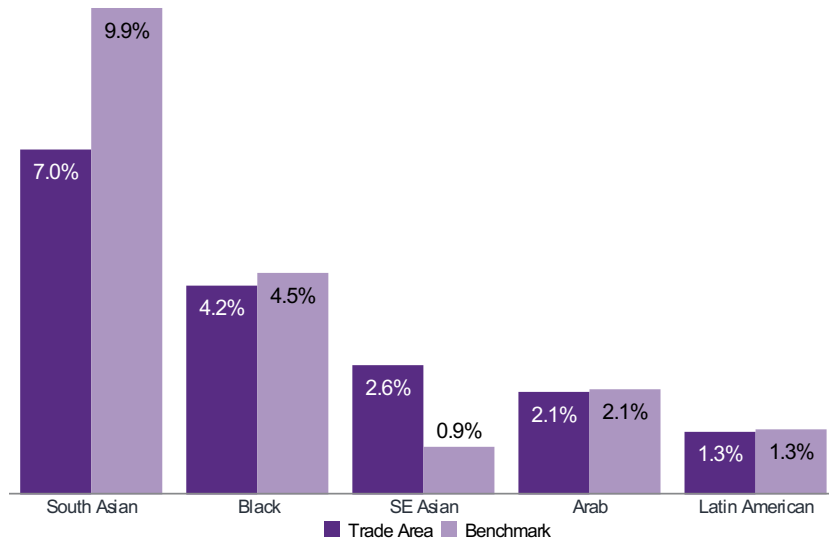
PERIOD OF IMMIGRATION*

Before 2001

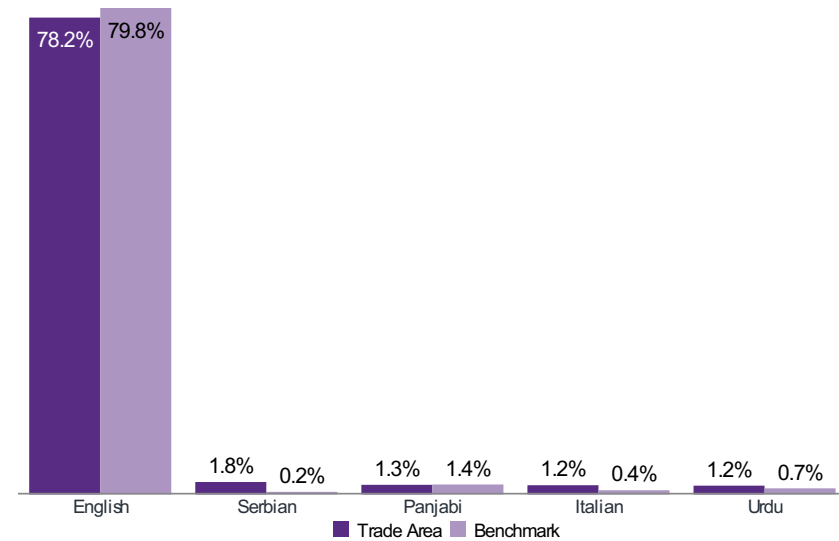
17.7%

Index: 127

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

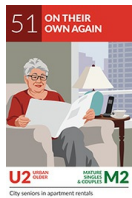
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Top 5 segments represent **69.1%** of households in Hamilton - Stoney Creek/East Hamilton



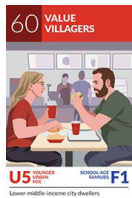
Rank:	1
Hhlds:	3,116
Hhld %:	16.54
% in Benchmark:	4.40
Index:	376

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
Hhlds:	3,108
Hhld %:	16.50
% in Benchmark:	3.77
Index:	437

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



Rank:	3
Hhlds:	2,492
Hhld %:	13.23
% in Benchmark:	2.72
Index:	485

Value Villagers is a working-class group found typically in the older, industrial neighbourhoods of midsize cities. The households consist of an eclectic mélange of singles, couples and lone-parent families, maintainers of almost any age, and residents with educations ranging from grade 9 to college. In many ways, Value Villagers is a microcosm of Canada, with residents' marital status, household size and mobility rates all reflecting national averages. Even the average ages of adults and children here match national figures. But the Value Villagers version of Canadian life is decidedly modest. Most adults earn lower-middle incomes from blue-collar and service sector jobs, typically in manufacturing, sales or the trades. Over half the housing stock was built before 1960, and residents typically live in single-detached houses that are valued at half the national average. Value Villagers members relish life's simple pleasures, like carnivals, community theatres and parks. And when the mood strikes, they'll play a friendly game of golf, attend an auto race or visit an art gallery. These third-plus-generation Canadians express a belief in the Canadian government and those in positions of power (Obedience to Authority).



Rank:	4
Hhlds:	2,202
Hhld %:	11.69
% in Benchmark:	1.41
Index:	827

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



Rank:	5
Hhlds:	2,109
Hhld %:	11.20
% in Benchmark:	1.77
Index:	632

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

Trade Area: Hamilton - Stoney Creek/East Hamilton

Strong Values

Values	Index
Aversion to Complexity	114
Ethical Consumerism	114
Introspection & Empathy	113
Rejection of Inequality	112
Xenophobia	112
Fear of Violence	111
Financial Concern Regarding the Future	111
Buying on Impulse	109
Confidence in Small Business	108
Search for Roots	108

Descriptions | Top 3 Strong Values

Aversion to Complexity

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

Ethical Consumerism

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

Introspection & Empathy

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

Weak Values

Values	Index
Attraction to Nature	82
Ecological Lifestyle	85
Sexual Permissiveness	85
Need for Status Recognition	87
Brand Genuineness	88
Community Involvement	88
Consumption Evangelism	89
Ostentatious Consumption	89
Social Darwinism	89
Status via Home	89

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.

Ecological Lifestyle

Giving a high priority to integrating environmental concerns with purchasing criteria. This can have positive consequences, as when consumers are willing to pay more for an environmentally friendly product, or negative consequences, as when consumers refuse to buy a product whose manufacturer has an unsatisfactory environmental record.

Sexual Permissiveness

A tendency to be sexually permissive regarding oneself and others. Fidelity within marriage or between partners and the prohibition of premarital sex are of little importance for people scoring high on this construct.

Benchmark: Ontario

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

Financial | WealthScapes Overview

Trade Area: Hamilton - Stoney Creek/East Hamilton

WealthScapes Households: 18,826

INCOME*

Household Income

\$ 71,595

Index: **62**

Household Disposable Income

\$ 60,582

Index: **66**

Household Discretionary Income

\$ 41,670

Index: **65**

Annual RRSP Contributions

\$ 1,344

Index: **38**

WEALTH*



Net Worth

% Holders

99.5% Index: **100**

Balance

\$305,629

Index: **42**

ASSETS*



Savings

% Holders

94.4% Index: **99**

Balance

\$37,630

Index: **49**



Investments

% Holders

48.6% Index: **81**

Balance

\$159,197

Index: **47**



Unlisted Shares

% Holders

8.4% Index: **68**

Balance

\$89,267

Index: **28**



Real Estate

% Holders

53.4% Index: **70**

Balance

\$473,839

Index: **63**



Liquid Assets

% Holders

97.1% Index: **99**

Balance

\$137,073

Index: **41**

DEBT*



Consumer Debt

% Holders

88.1% Index: **97**

Balance

\$35,674

Index: **54**



Mortgage Debt

% Holders

30.7% Index: **66**

Balance

\$190,377

Index: **64**

FINANCIAL RATIO



Debt:Asset

% Holders

0.23% Index: **107**

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 | WealthScapes - Ratios

Trade Area: Hamilton - Stoney Creek/East Hamilton

WealthScapes Households: 18,826

FINANCIAL RATIOS*



Debt: Asset

0.23

Index:107



Debt: Liquid Assets

0.67

Index: 110



Consumer Debt - Discr. Income

0.75

Index:81



Savings - Investments

0.72

Index:120



Pension - Non-Pension Assets

0.32

Index:147



Real Estate Assets - Liq. Assets

1.90

Index:108



Mortgage - Real Estate Assets

0.23

Index:95



Mortgage - Consumer Debt

1.86

Index:81

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 - Stoney Creek/East Hamilton

Households: 18,842

Total Aggregate Current Consumption: \$994,431,088

Average Current Consumption

\$52,777

Index **65**

Average Household Income










\$71,381

Index **62**

Average Disposable Income

\$59,966

Index **67**

 <p>Shelter</p> <p>Avg. Dollars/Household: \$13,487 Index 64</p> <p>Pct. of Total Expenditure: 25.6% Index 99</p>	 <p>Food</p> <p>Avg. Dollars/Household: \$9,443 Index 74</p> <p>Pct. of Total Expenditure: 17.9% Index 114</p>	 <p>Transportation</p> <p>Avg. Dollars/Household: \$8,331 Index 60</p> <p>Pct. of Total Expenditure: 15.8% Index 94</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household: \$3,594 Index 63</p> <p>Pct. of Total Expenditure: 6.8% Index 97</p>	 <p>Health Care</p> <p>Avg. Dollars/Household: \$3,484 Index 64</p> <p>Pct. of Total Expenditure: 6.6% Index 99</p>	 <p>Recreation</p> <p>Avg. Dollars/Household: \$2,925 Index 61</p> <p>Pct. of Total Expenditure: 5.5% Index 95</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household: \$2,496 Index 70</p> <p>Pct. of Total Expenditure: 4.7% Index 109</p>	 <p>Clothing</p> <p>Avg. Dollars/Household: \$2,253 Index 68</p> <p>Pct. of Total Expenditure: 4.3% Index 105</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household: \$2,133 Index 54</p> <p>Pct. of Total Expenditure: 4.0% Index 83</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 - Stoney Creek/East Hamilton

Households: 18,842

Average Household Income \$71,381 Index 62	Average Food Expenditure \$9,443 Index 74	Average Spend on Food from Restaurants \$2,705 Index 67	Average Spend on Food from Stores \$6,739 Index 77
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Total Aggregate Food Expenditure: \$ 177,934,307

 <p>Bakery Avg. Dollars/Household: \$718 (Index 82) Pct. of Total Expenditure: 10.7% (Index 107)</p>	 <p>Cereal Products Avg. Dollars/Household: \$400 (Index 78) Pct. of Total Expenditure: 5.9% (Index 102)</p>	 <p>Fruit and nuts Avg. Dollars/Household: \$836 (Index 76) Pct. of Total Expenditure: 12.4% (Index 99)</p>
 <p>Vegetables Avg. Dollars/Household: \$679 (Index 73) Pct. of Total Expenditure: 10.1% (Index 95)</p>	 <p>Dairy products & Eggs Avg. Dollars/Household: \$1,000 (Index 78) Pct. of Total Expenditure: 14.8% (Index 101)</p>	 <p>Meat Avg. Dollars/Household: \$1,253 (Index 80) Pct. of Total Expenditure: 18.6% (Index 104)</p>
 <p>Fish & Seafood Avg. Dollars/Household: \$210 (Index 72) Pct. of Total Expenditure: 3.1% (Index 93)</p>	 <p>Beverages & Other Food Avg. Dollars/Household: \$1,642 (Index 74) Pct. of Total Expenditure: 24.4% (Index 97)</p>	

Benchmark: Southern Ontario

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

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

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	13.0	11.0	118
Going to restaurants, bars or night clubs	51.8	55.1	94
Having physical Contact with family and friends	57.0	57.7	99
Participating in group activities	33.7	38.7	87
Partying	12.7	15.8	81
Seeing family and friends in person	63.2	62.8	101
Entertainment			
Attending events, festivals or concerts	38.7	42.9	90
Attending sports events (excludes professional sports)	14.3	18.2	79
Attending to professional sports events or games	21.0	25.4	82
Going to the movies	43.7	45.7	96
Movement & Travel			
Driving more	15.6	16.1	97
Shopping in-store	42.7	42.9	100
Spending time outdoors	32.8	32.5	101
Travelling outside of Canada/ abroad	48.1	53.2	90
Travelling within Canada	47.0	49.9	94
Using public transit	15.0	13.7	109
Personal			
Getting back to old habits	36.5	36.2	101
Going to a salon, barber shop or spa	33.3	33.7	99
Going to the gym	20.2	22.6	89
Education/Work			
Children going back to school	17.9	20.3	88
Going back to work	16.5	17.6	94
Other			
Not Stated	0.6	0.6	110

Benchmark: Southern Ontario

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(Base used for Index calculations)

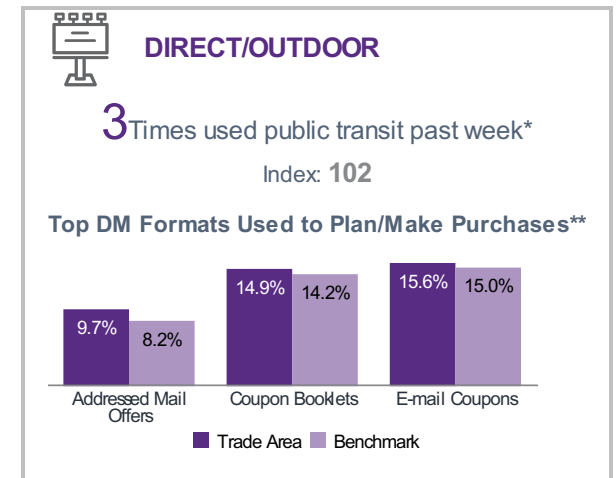
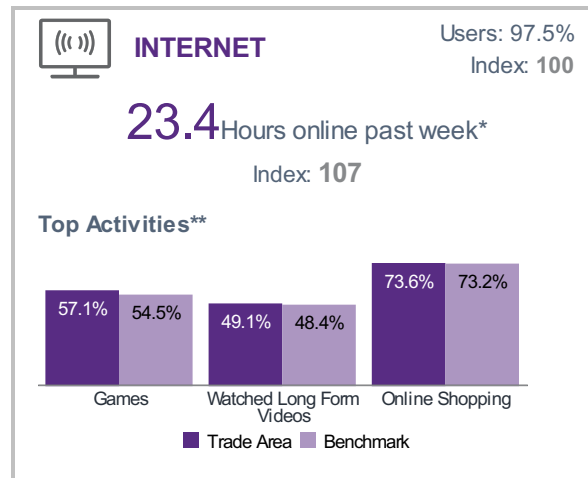
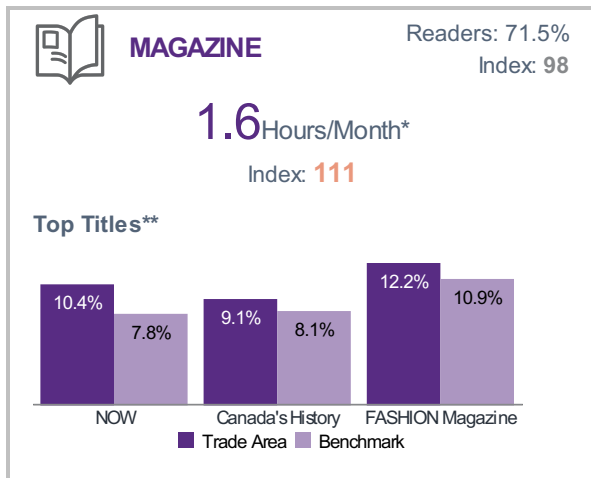
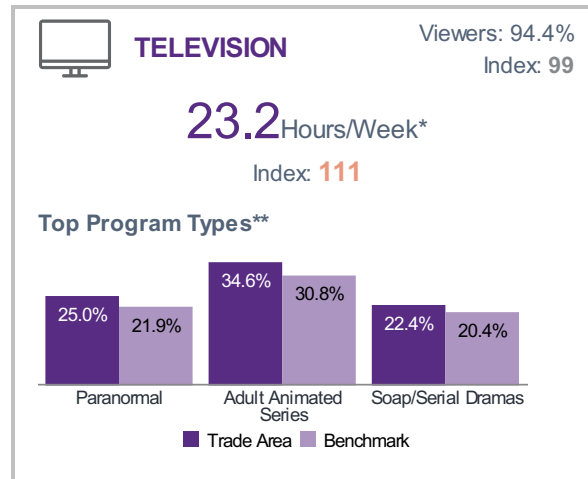
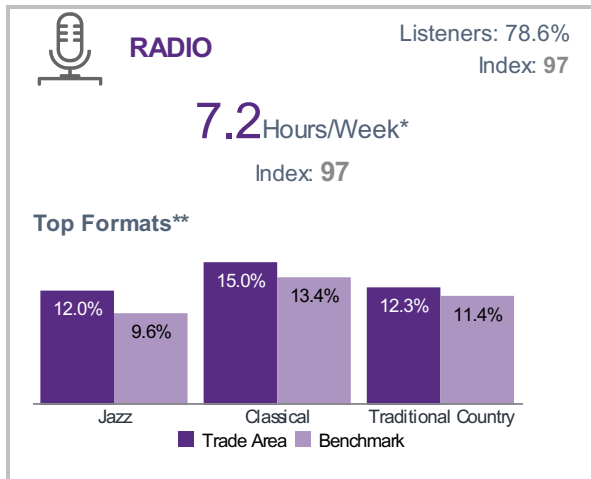
Index Colours:	<80	80 - 110	110+
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Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Hamilton - Stoney Creek/East Hamilton

Household Population 14+: 36,765



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

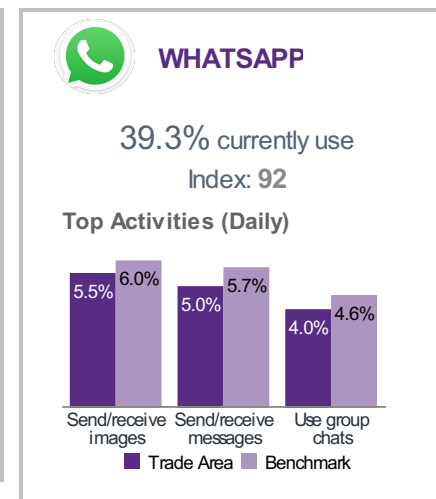
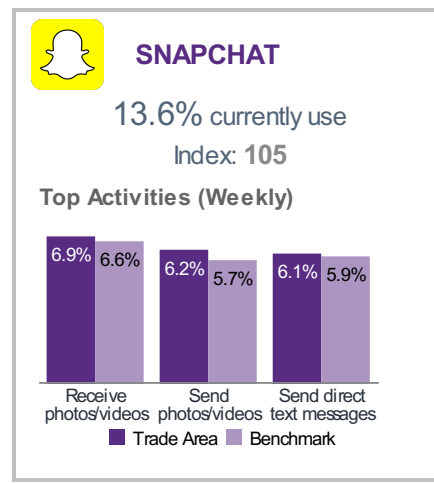
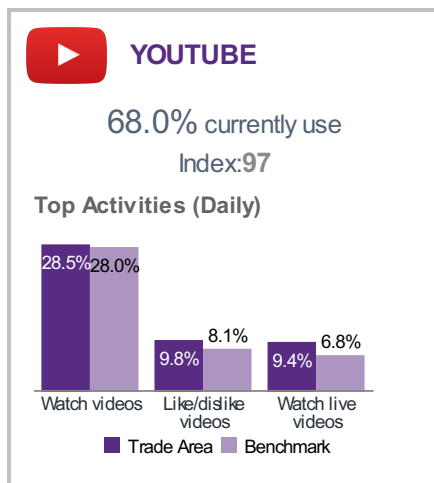
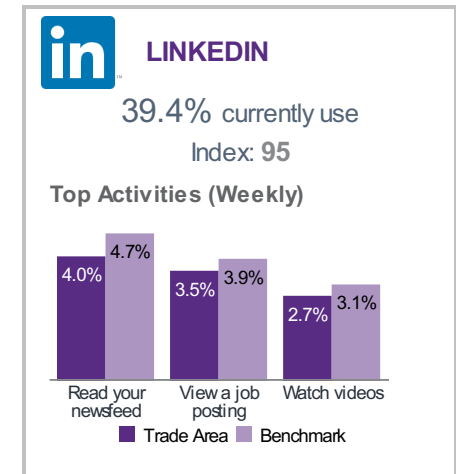
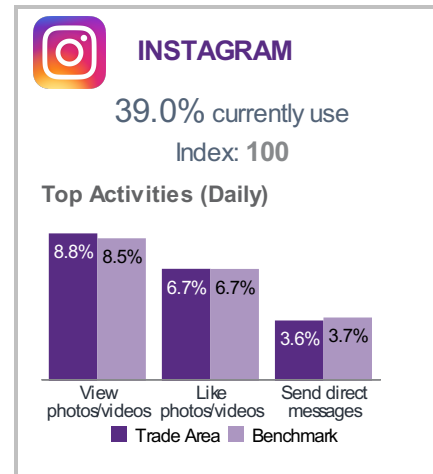
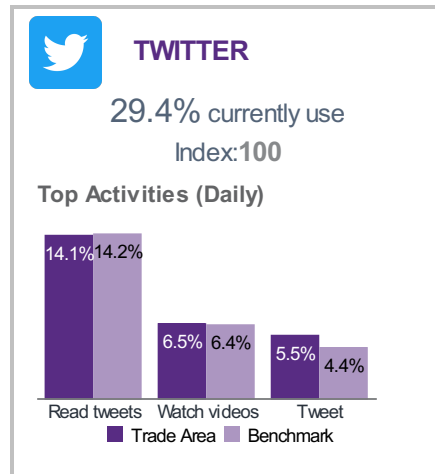
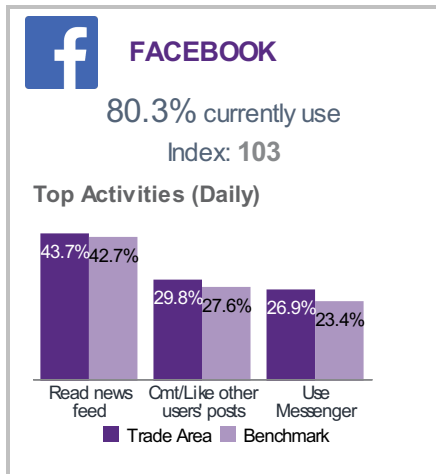
** Chosen from index ranking with minimum 5% composition.

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

Trade Area: Hamilton - Stoney Creek/East Hamilton

Household Population 18+: 35,210



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 - Stoney Creek/East Hamilton

Household Population 18+: 35,210

FRIENDS IN ALL SM NETWORKS



36.1%
Index:102

0-49 friends

FREQUENCY OF USE (DAILY)



57.6%
Index:103

Facebook

BRAND INTERACTION



35.3%
Index:103

Like brand on Facebook

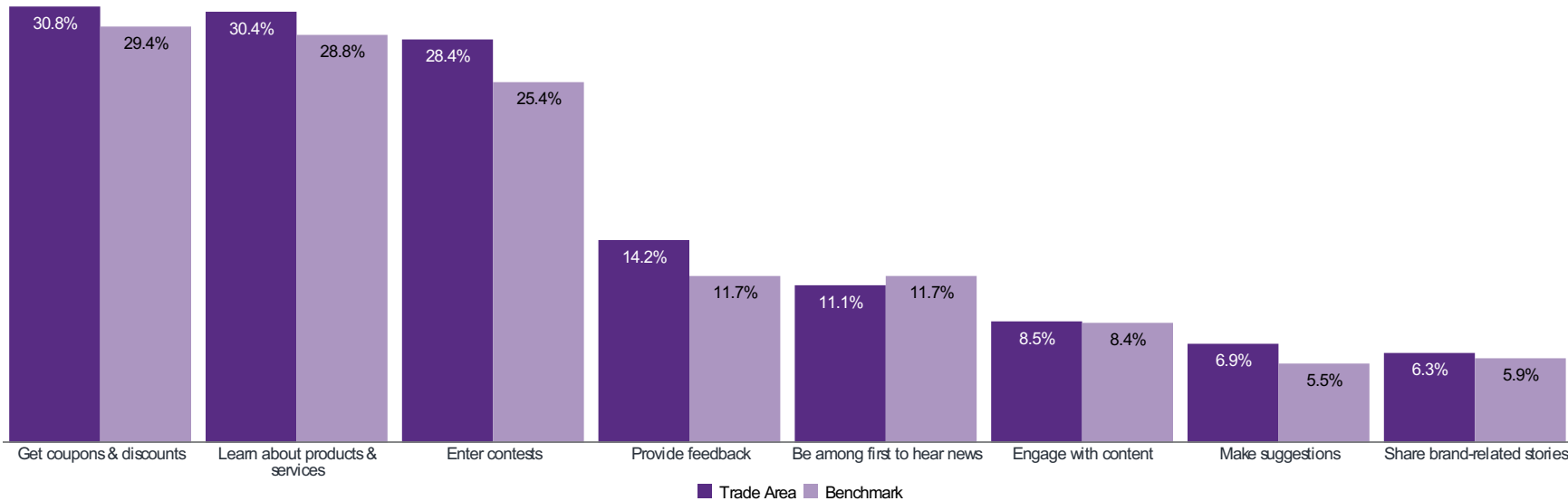
NO. OF BRANDS INTERACTED



30.6%
Index:100

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

Trade Area: Hamilton - Stoney Creek/East Hamilton

Total Household Population 18+:35,210



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

% Comp **89.9** Index **102**



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

% Comp **47.1** Index **97**



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

% Comp **85.1** Index **101**



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

% Comp **40.6** Index **99**



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 **31.9** Index **106**

Benchmark: Southern Ontario

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Ranked by percent composition.

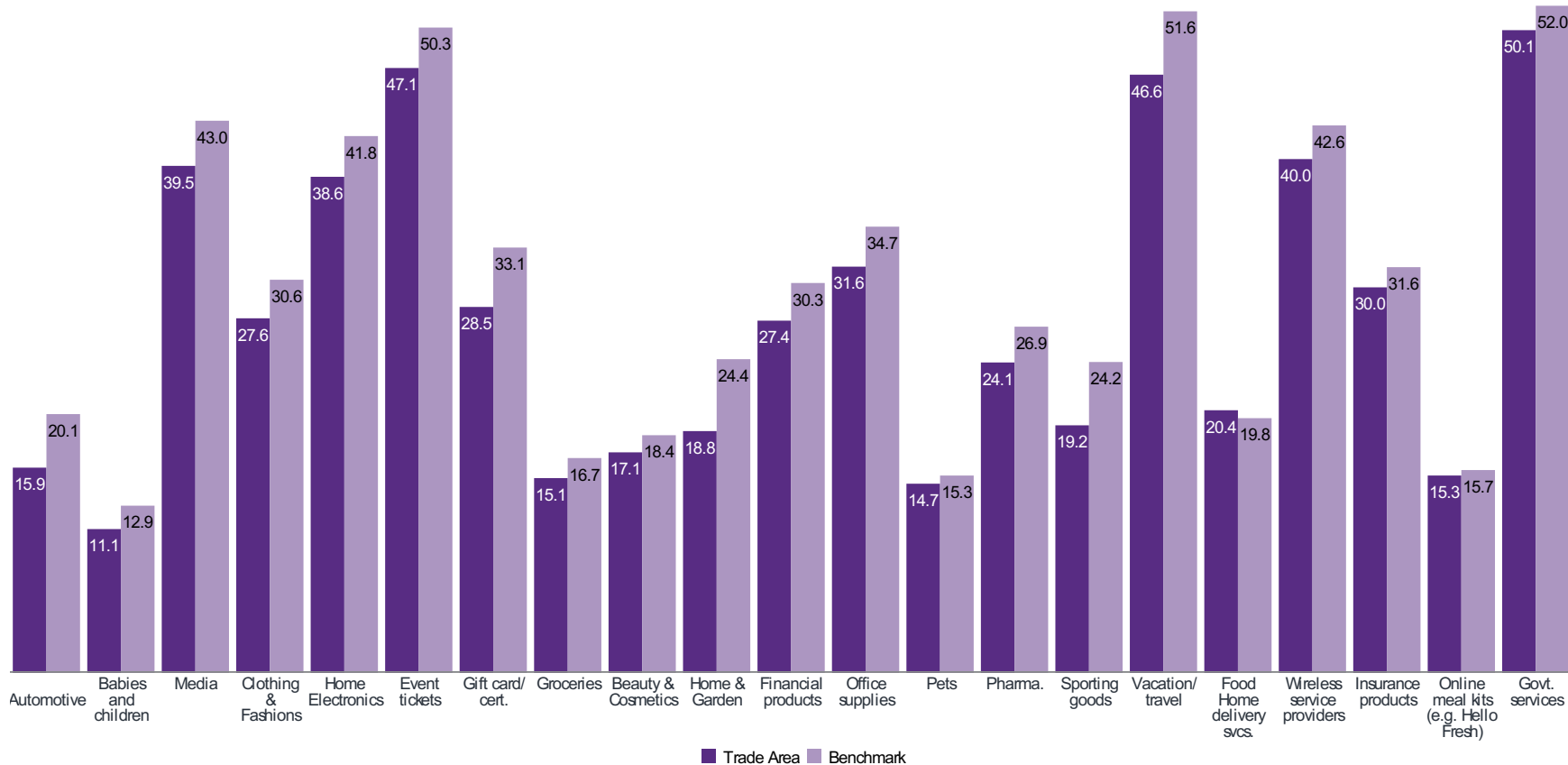
Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: Hamilton - Stoney Creek/East Hamilton

Total Household Population 18+:35,210

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

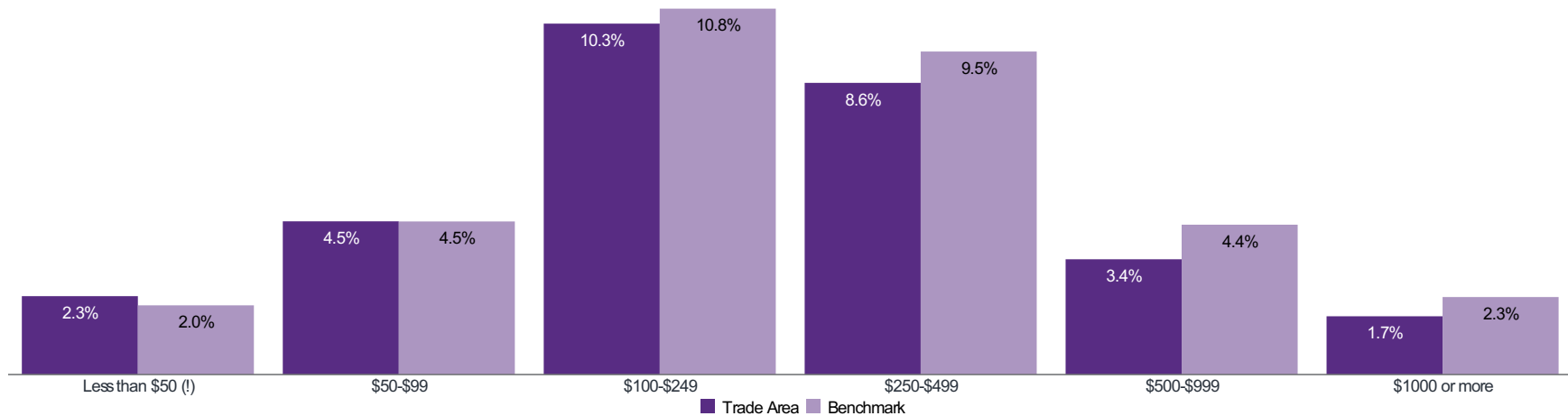
Trade Area: Hamilton - Stoney Creek/East Hamilton

Total Household Population 18+: 35,210

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	61.5% Index:100	34.7% Index:94	11.6% Index:94	2.9% Index:89
Purchase preference	74.7% Index:99	27.6% Index:90	8.9% Index:91	2.9% Index:112
Customer Service	62.9% Index:102	17.4% Index:97	5.3% Index:93	18.9% Index:87

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

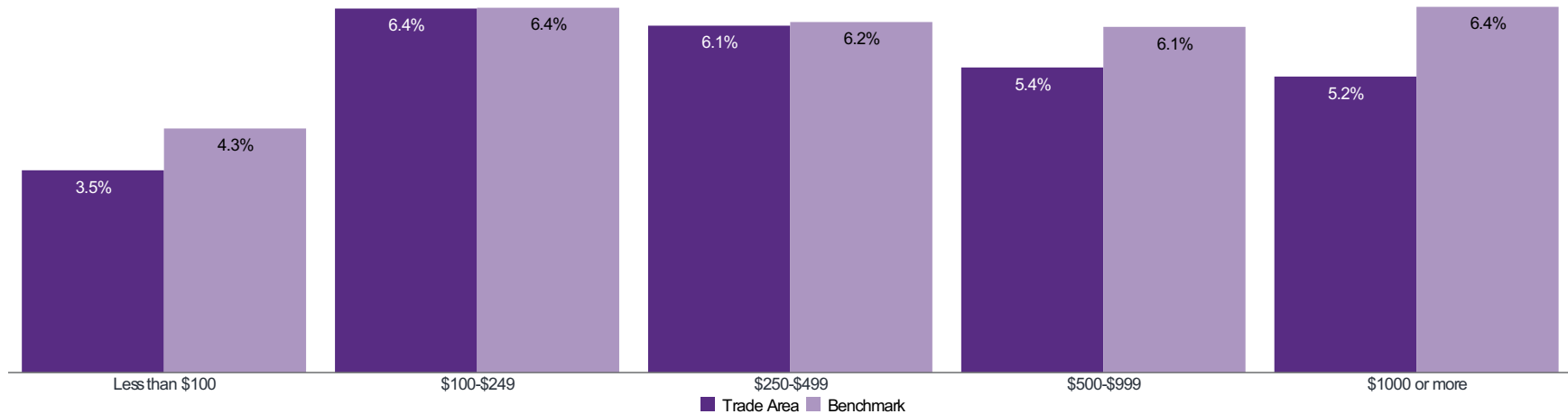
Trade Area: Hamilton - Stoney Creek/East Hamilton

Total Household Population 18+: 35,210

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	51.9% Index:103	52.0% Index:95	12.9% Index: 83
Purchase preference	70.1% Index: 102	38.6% Index:92	10.1% Index:91	6.3% Index: 97
Customer Service	58.4% Index:104	24.8% Index:100	6.8% Index: 92	35.0% Index: 95

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

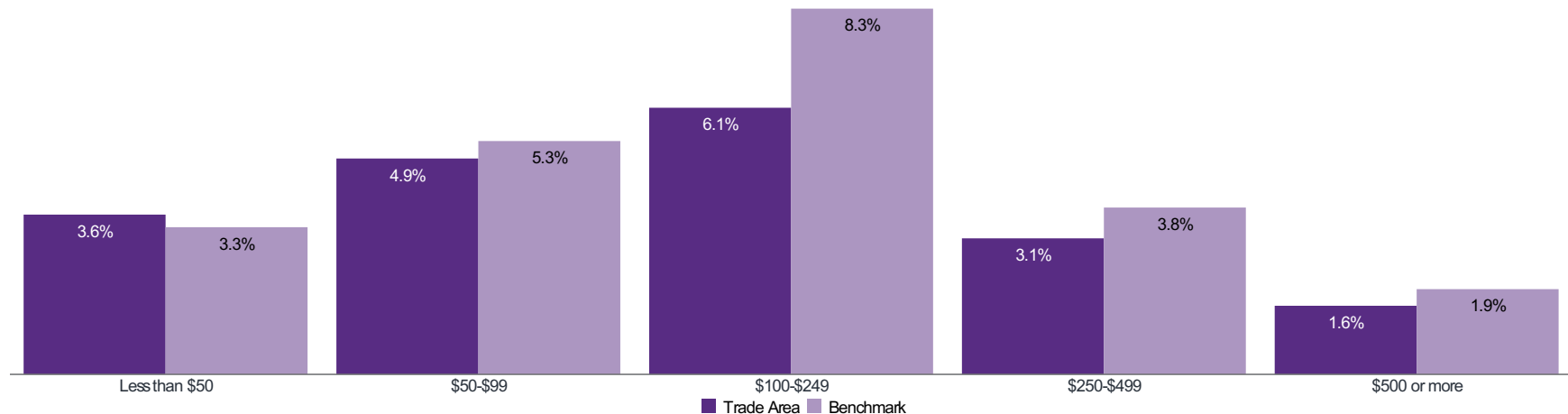
Trade Area: Hamilton - Stoney Creek/East Hamilton

Total Household Population 18+: 35,210

BEHAVIOURAL PREFERENCES BY CHANNEL

 GIFT CARDS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	50.5% Index:106	32.7% Index:93	8.9% Index:81	3.6% Index:102
Purchase preference	63.4% Index:105	28.5% Index:86	8.0% Index:91	3.2% Index:104
Customer Service	46.2% Index:109	19.1% Index:93	5.8% Index:95	27.2% 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 | Groceries Deep Dive

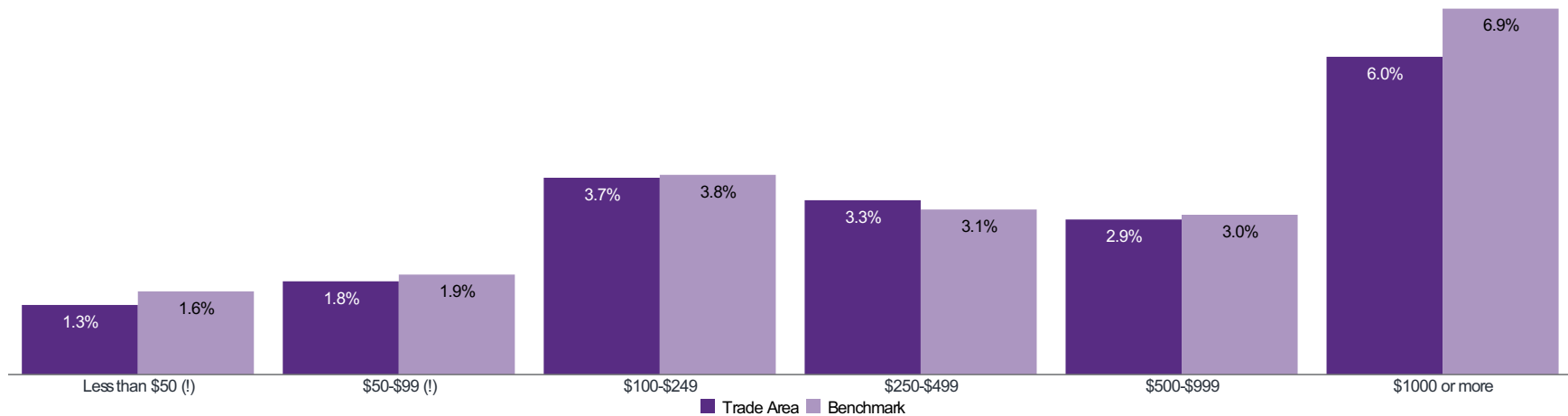
Trade Area: Hamilton - Stoney Creek/East Hamilton

Total Household Population 18+: 35,210

BEHAVIOURAL PREFERENCES BY CHANNEL

 GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	73.0% Index:101	24.4% Index:99	10.8% Index:97	2.4% Index:89
Purchase preference	83.5% Index:100	15.1% Index:91	5.4% Index:87	2.3% Index:93
Customer Service	72.1% Index:103	11.0% Index:95	4.0% Index:100	17.1% Index:92

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

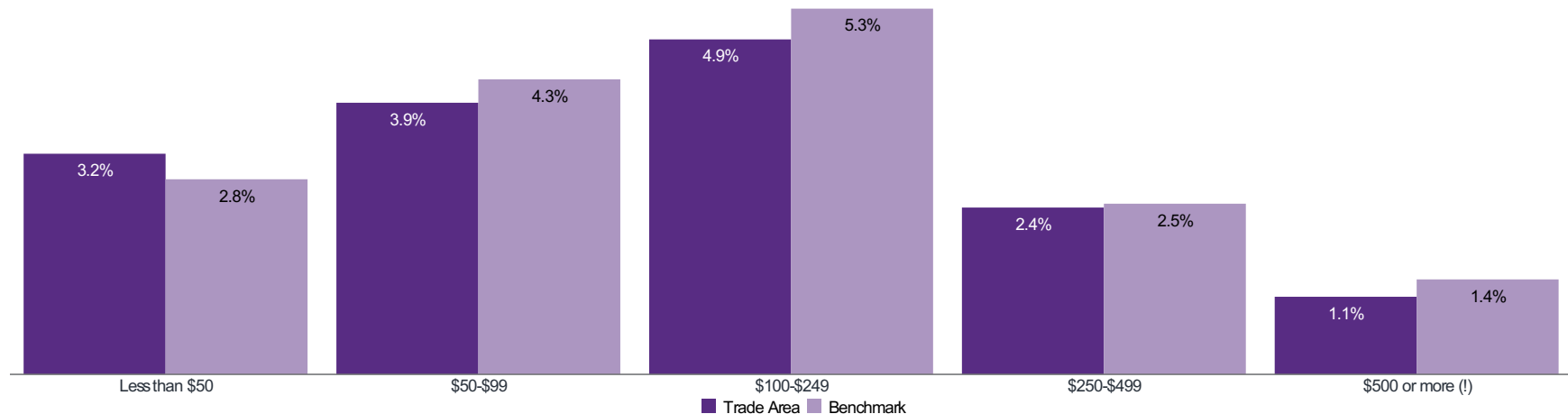
Trade Area: Hamilton - Stoney Creek/East Hamilton

Total Household Population 18+: 35,210

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	38.0% Index:107	21.9% Index:99	7.8% Index:96	2.6% Index:93
Purchase preference	47.5% Index:103	17.1% Index:93	6.6% Index:104	2.4% Index:104
Customer Service	38.9% Index:107	12.1% Index:96	3.8% Index:88	14.6% Index:99

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

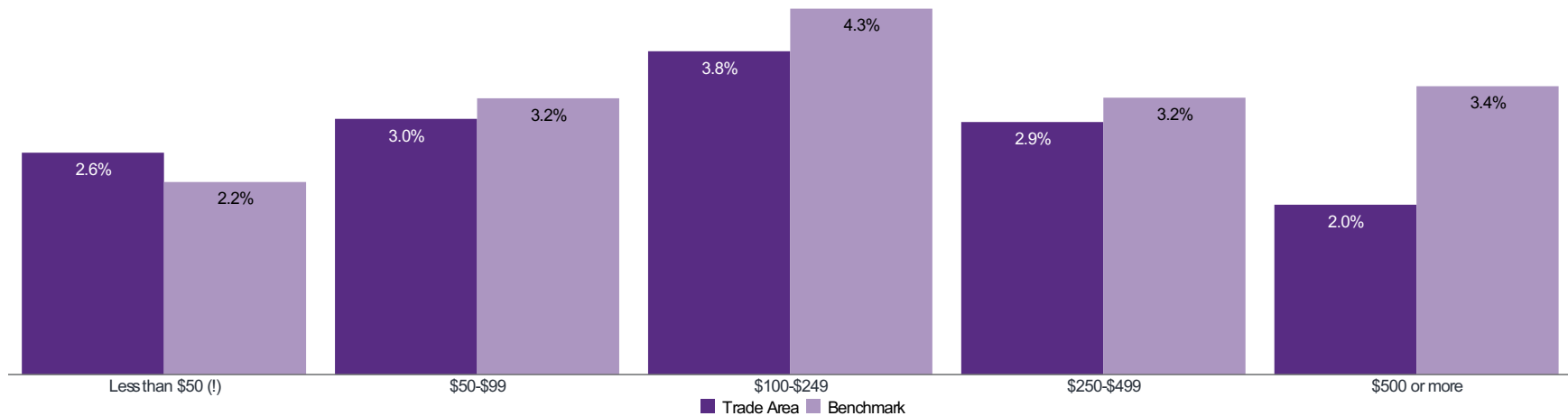
Trade Area: Hamilton - Stoney Creek/East Hamilton

Total Household Population 18+: 35,210

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	49.2% Index:95	33.3% Index:88	8.8% Index:77	5.3% Index:93
Purchase preference	64.1% Index:94	18.8% Index:77	6.0% Index:86	3.3% Index:91
Customer Service	51.1% Index:95	14.1% Index:88	4.6% Index:97	20.5% Index:90

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

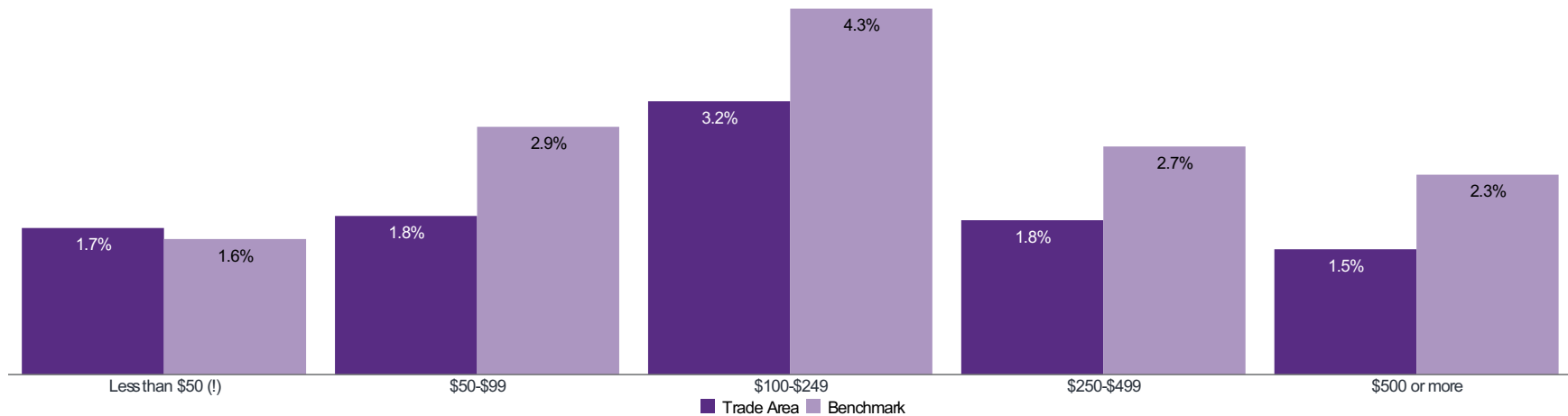
Trade Area: Hamilton - Stoney Creek/East Hamilton

Total Household Population 18+: 35,210

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	36.0% Index:92	27.6% Index:86	7.9% Index:75	4.0% Index:103
Purchase preference	47.4% Index:91	19.2% Index:80	6.6% Index:88	3.2% Index:106
Customer Service	39.4% Index:94	12.8% Index:84	3.8% Index:73	18.0% Index:88

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

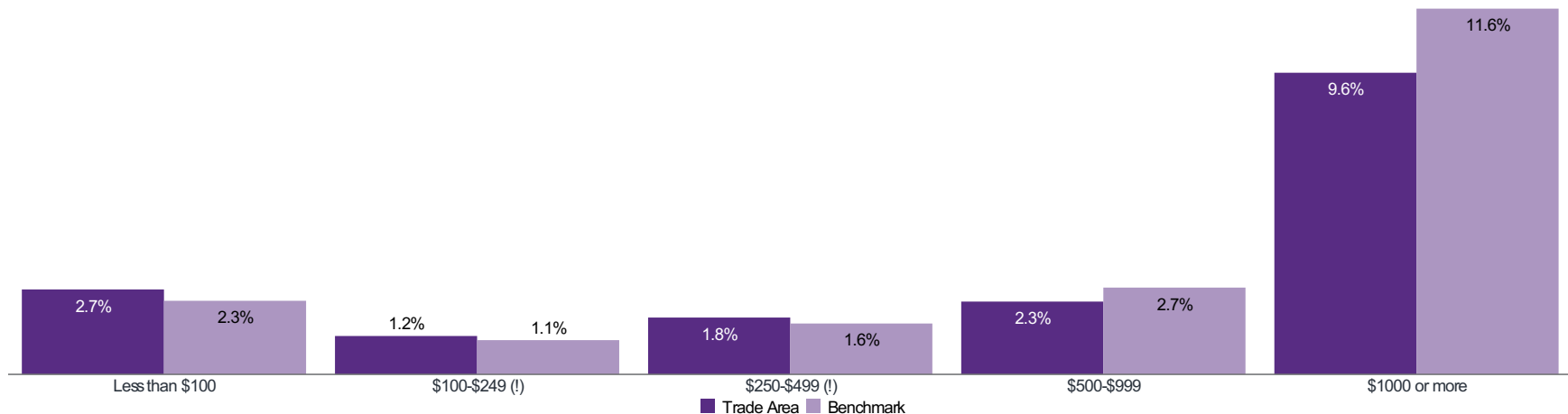
Trade Area: Hamilton - Stoney Creek/East Hamilton

Total Household Population 18+: 35,210

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	21.1% Index:103	53.0% Index:91	13.4% Index:89	15.8% Index:98
Purchase preference	28.8% Index:100	46.6% Index:90	6.0% Index:91	16.9% Index:94
Customer Service	30.6% Index:105	26.1% Index:95	5.4% Index:78	40.0% Index:91

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

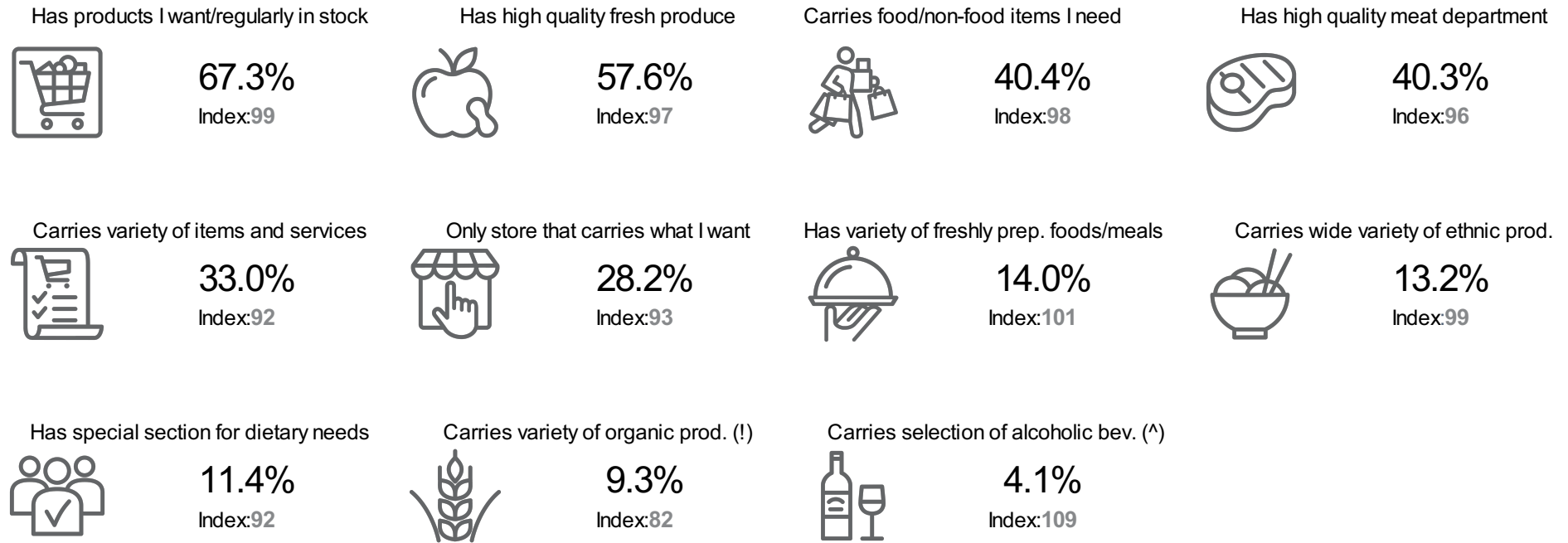
Index Colours:	<80	80 - 110	110+
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Store Loyalty

Trade Area: Hamilton - Stoney Creek/East Hamilton

Households: 18,842

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark: Southern Ontario

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

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

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Index Colours:	<80	80 - 110	110+
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Trade Area: Hamilton - Stoney Creek/East Hamilton

Households: 18,842

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



60.0%
Index: 100

Organized layout makes it easy to shop



43.2%
Index: 104

Easy to get in and get out quickly



42.1%
Index: 98

Staff are friendly and knowledgeable



36.0%
Index: 107

Short checkout lines/fast checkout



36.0%
Index: 101

Has extended hours



28.4%
Index: 103

I like the store ambiance



20.8%
Index: 104

Has self-checkout



13.0%
Index: 95

Offers an online shopping option (!)



8.1%
Index: 91

Benchmark: Southern Ontario

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

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

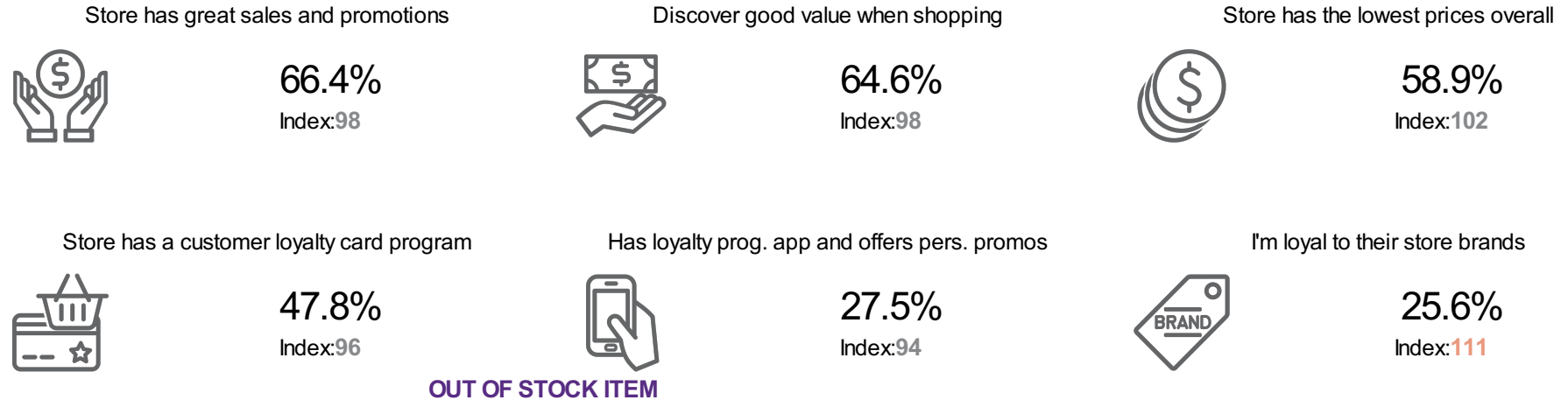
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(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

Index Colours:	<80	80 - 110	110+
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Trade Area: Hamilton - Stoney Creek/East Hamilton

Households: 18,842

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO



OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	40.4	40.2	0.5 101
Leave the store and buy it elsewhere	28.5	30.9	0.4 92
Purchase another brand	22.3	21.2	0.5 105
Purchase another size or variety of the same brand (!)	8.9	7.7	0.5 115

Benchmark: Southern Ontario

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

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

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

2019 Hamilton - Stoney Creek - East Hamilton 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%	766,824	100%	3.97%	100	799,111	100%	4.14%	100	597,610	100%	3.10%	100	642,477	100%	3.33%	100	1,121,215	100%	5.81%	100
3525005	Hamilton, ON (C)	483,265	2.50%	297,091	38.74%	61.48%	1547	292,841	36.65%	60.60%	1464	265,275	44.39%	54.89%	1773	270,924	42.17%	56.06%	1684	334,155	29.80%	69.15%	1190
3520005	Toronto, ON (C)	2,568,898	13.31%	50,067	6.53%	1.95%	49	56,968	7.13%	2.22%	54	32,995	5.52%	1.28%	41	34,883	5.43%	1.36%	41	93,387	8.33%	3.64%	63
3524002	Burlington, ON (CY)	163,747	0.85%	48,783	6.36%	29.79%	750	44,426	5.56%	27.13%	655	36,402	6.09%	22.23%	718	41,944	6.53%	25.62%	770	66,192	5.90%	40.42%	696
3521005	Mississauga, ON (CY)	642,951	3.33%	33,899	4.42%	5.27%	133	35,622	4.46%	5.54%	134	22,646	3.79%	3.52%	114	24,306	3.78%	3.78%	114	56,601	5.05%	8.80%	152
3521010	Brampton, ON (CY)	596,084	3.09%	28,387	3.70%	4.76%	120	31,261	3.91%	5.24%	127	16,975	2.84%	2.85%	92	20,247	3.15%	3.40%	102	49,317	4.40%	8.27%	142
3526053	St. Catharines, ON (CY)	118,411	0.61%	29,198	3.81%	24.66%	621	29,503	3.69%	24.92%	602	19,798	3.31%	16.72%	540	24,170	3.76%	20.41%	613	41,650	3.71%	35.17%	606
3524001	Oakville, ON (T)	174,424	0.90%	18,423	2.40%	10.56%	266	19,135	2.39%	10.97%	265	14,639	2.45%	8.39%	271	14,410	2.24%	8.26%	248	29,822	2.66%	17.10%	294
3539036	London, ON (CY)	349,526	1.81%	14,058	1.83%	4.02%	101	15,452	1.93%	4.42%	107	9,431	1.58%	2.70%	87	11,170	1.74%	3.20%	96	26,715	2.38%	7.64%	132
3529006	Brantford, ON (CY)	85,464	0.44%	16,516	2.15%	19.32%	486	15,934	1.99%	18.64%	450	11,698	1.96%	13.69%	442	14,729	2.29%	17.23%	518	24,567	2.19%	28.75%	495
3526043	Niagara Falls, ON (CY)	79,204	0.41%	16,098	2.10%	20.32%	512	16,536	2.07%	20.88%	504	10,452	1.75%	13.20%	426	13,841	2.15%	17.48%	525	24,361	2.17%	30.76%	530

Index Legend: Under 80 (light blue), 110 to 119 (yellow), 120 to 149 (orange), Over 150 (red)

2019 Hamilton - Stoney Creek - East Hamilton 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
36,361	33,130	91.1	31,815	87.5	31,457	86.5	29,457	81.0	34,050	93.6

2019 Hamilton - Stoney Creek - East Hamilton 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	1,144,910	34,050	3.0	1,110,860	97.0

2020 Hamilton - Stoney Creek - East Hamilton 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%	475,867	100%	2.47%	100	624,289	100%	3.23%	100	539,940	100%	2.80%	100	499,674	100%	2.59%	100	878,470	100%	4.55%	100
3525005	Hamilton, ON (C)	483,265	2.50%	234,913	49.37%	48.61%	1972	263,787	42.25%	54.58%	1688	251,298	46.54%	52.00%	1859	240,902	48.21%	49.85%	1926	307,663	35.02%	63.66%	1399
3520005	Toronto, ON (C)	2,568,898	13.31%	26,982	5.67%	1.05%	43	45,222	7.24%	1.76%	54	33,237	6.16%	1.29%	46	24,926	4.99%	0.97%	37	73,589	8.38%	2.86%	63
3524002	Burlington, ON (CY)	163,747	0.85%	31,658	6.65%	19.33%	784	38,591	6.18%	23.57%	729	31,712	5.87%	19.37%	692	28,962	5.80%	17.69%	683	55,809	6.35%	34.08%	749
3521005	Mississauga, ON (CY)	642,951	3.33%	18,427	3.87%	2.87%	116	31,158	4.99%	4.85%	150	23,394	4.33%	3.64%	130	17,088	3.42%	2.66%	103	47,898	5.45%	7.45%	164
3521010	Brampton, ON (CY)	596,084	3.09%	11,723	2.46%	1.97%	80	20,243	3.24%	3.40%	105	16,806	3.11%	2.82%	101	11,019	2.21%	1.85%	71	32,157	3.66%	5.39%	119
3526053	St. Catharines, ON (CY)	118,411	0.61%	13,914	2.92%	11.75%	477	19,232	3.08%	16.24%	502	16,255	3.01%	13.73%	491	16,908	3.38%	14.28%	552	30,636	3.49%	25.87%	568
3524001	Oakville, ON (T)	174,424	0.90%	10,184	2.14%	5.84%	237	14,595	2.34%	8.37%	259	12,498	2.31%	7.17%	256	9,544	1.91%	5.47%	211	24,197	2.75%	13.87%	305
3528018	Haldimand County, ON (CY)	41,702	0.22%	13,331	2.80%	31.97%	1297	15,288	2.45%	36.66%	1134	15,628	2.89%	37.47%	1340	14,837	2.97%	35.58%	1374	21,777	2.48%	52.22%	1147
3529006	Brantford, ON (CY)	85,464	0.44%	9,243	1.94%	10.81%	439	12,238	1.96%	14.32%	443	11,582	2.15%	13.55%	484	10,253	2.05%	12.00%	463	19,707	2.24%	23.06%	507
3526043	Niagara Falls, ON (CY)	79,204	0.41%	6,773	1.42%	8.55%	347	10,162	1.63%	12.83%	397	8,914	1.65%	11.25%	402	9,097	1.82%	11.49%	444	16,585	1.89%	20.94%	460

Index Legend: Under 80 (blue), 110 to 119 (yellow), 120 to 149 (orange), Over 150 (red)

2020 Hamilton - Stoney Creek - East Hamilton 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
36,361	30,692	84.4	29,867	82.1	29,095	80.0	29,263	80.5	32,650	89.8

2020 Hamilton - Stoney Creek - East Hamilton 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	887,341	32,650	3.7	854,691	96.3

2021 Hamilton - Stoney Creek - East Hamilton 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%	449,799	100%	2.33%	100	755,337	100%	3.91%	100	678,938	100%	3.52%	100	569,139	100%	2.95%	100	1,022,752	100%	5.30%	100
3525005	Hamilton, ON (C)	483,265	2.50%	206,895	46.00%	42.81%	1837	263,663	34.91%	54.56%	1394	261,323	38.49%	54.07%	1537	260,147	45.71%	53.83%	1826	296,656	29.01%	61.39%	1159
3520005	Toronto, ON (C)	2,568,898	13.31%	32,776	7.29%	1.28%	55	64,437	8.53%	2.51%	64	42,409	6.25%	1.65%	47	36,293	6.38%	1.41%	48	98,244	9.61%	3.82%	72
3521005	Mississauga, ON (CY)	642,951	3.33%	22,289	4.96%	3.47%	149	44,292	5.86%	6.89%	176	32,590	4.80%	5.07%	144	25,312	4.45%	3.94%	134	68,171	6.67%	10.60%	200
3524002	Burlington, ON (CY)	163,747	0.85%	25,062	5.57%	15.31%	657	44,140	5.84%	26.96%	689	38,257	5.63%	23.36%	664	32,492	5.71%	19.84%	673	57,645	5.64%	35.20%	664
3521010	Brampton, ON (CY)	596,084	3.09%	17,118	3.81%	2.87%	123	37,663	4.99%	6.32%	161	27,896	4.11%	4.68%	133	20,875	3.67%	3.50%	119	55,245	5.40%	9.27%	175
3526053	St. Catharines, ON (CY)	118,411	0.61%	13,466	2.99%	11.37%	488	23,211	3.07%	19.60%	501	23,725	3.49%	20.04%	570	17,312	3.04%	14.62%	496	34,598	3.38%	29.22%	551
3524001	Oakville, ON (T)	174,424	0.90%	10,747	2.39%	6.16%	264	20,087	2.66%	11.52%	294	18,391	2.71%	10.54%	300	12,396	2.18%	7.11%	241	30,406	2.97%	17.43%	329
3529006	Brantford, ON (CY)	85,464	0.44%	8,583	1.91%	10.04%	431	14,925	1.98%	17.46%	446	14,539	2.14%	17.01%	484	12,748	2.24%	14.92%	506	22,570	2.21%	26.41%	498
3528018	Haldimand County, ON (CY)	41,702	0.22%	12,364	2.75%	29.65%	1272	16,614	2.20%	39.84%	1018	16,043	2.36%	38.47%	1094	15,982	2.81%	38.32%	1300	21,474	2.10%	51.49%	972
3539036	London, ON (CY)	349,526	1.81%	4,312	0.96%	1.23%	53	13,646	1.81%	3.90%	100	13,568	2.00%	3.88%	110	4,785	0.84%	1.37%	46	20,620	2.02%	5.90%	111

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Hamilton - Stoney Creek - East Hamilton 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
36,361	26,050	71.6	25,522	70.2	26,291	72.3	31,277	86.0	28,874	79.4

2021 Hamilton - Stoney Creek - East Hamilton 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	1,039,724	28,874	2.8	1,010,850	97.2

Top 5 segments represent **31.2%** of customers in Southern Ontario



Rank:	1
Customers:	75,348
Customers %:	8.66
% in Benchmark:	4.63
Index:	187

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:	56,133
Customers %:	6.45
% in Benchmark:	4.68
Index:	138

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow them to purchase single-detached houses valued at nearly \$450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mode members make an Effort Toward Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.



Rank:	3
Customers:	49,155
Customers %:	5.65
% in Benchmark:	5.76
Index:	98

Reflecting Canada's increasing diversity, South Asian Enterprise is an urban crossroads where nearly 60 percent of the populace are immigrants and one third of the members identify as visible minorities from South Asia. The more affluent of two predominantly South Asian segments, South Asian Enterprise contains upper-middle-class families living in a mix of new singles, semis and duplexes in a handful of urban areas. More than 80 percent reside in the Greater Toronto Area; nearly half live in Brampton alone. Few segments have larger households: nearly 60 percent are home to four or more people. One in seven households is multi-family—an emerging demographic trend—with a significant presence of adult children. The first- and second-generation Canadians of South Asian Enterprise have parlayed mixed educations into well-paying blue-collar and service sector jobs. But their above-average household incomes may result from three or more wage-earners under one roof. Many residents maintain their South Asian culture at home, with over 40 percent speaking a non-official language. These families enjoy swimming, baseball and playing racquet sports, visiting theme parks and frequenting museums. Socially conservative, they support Traditional Families and reject alternative arrangements.



Rank:	4
Customers:	42,361
Customers %:	5.56
% in Benchmark:	5.19
Index:	107

One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged Asian and South Asian households. Located in and around major cities like Toronto, Calgary and Edmonton, many of these neighbourhoods emerged 20 years ago as new suburban subdivisions. Today, they're slowly being overtaken by urban sprawl and infill developments. More than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. A quarter speak a non-official language, the most common being Mandarin, Cantonese and Punjabi, but residents also disproportionately speak Arabic, Urdu and Russian at home. Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, these adults enjoy upscale incomes—earned from jobs in management, business and the sciences—that are 50 percent higher than the national average and that allow them to exercise Ostentatious Consumption by purchasing items that symbolize affluence.



Rank:	5
Customers:	24,182
Customers %:	4.85
% in Benchmark:	4.16
Index:	117

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

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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