# Community Profile: Hamilton - Waterdown BIA 

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

## ENVIRONICS

 ANALYTICSConfidential

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Demographics, PRIZM Profile, and Psychographics

Trade Area: Hamilton - Waterdown BIA
POPULATION

$$
16,171
$$

HOUSEHOLDS
5,647

HOUSEHOLD SIZE


## MARITAL STATUS


62.8\%

Index: 109

Married/Common-Law

FAMILY STATUS*


POPULATION BY AGE

|  | Count | $\%$ | Index |
| :--- | ---: | ---: | ---: |
| 0 to 4 | 1,070 | 6.6 | 131 |
| 5 to 9 | 991 | 6.1 | 114 |
| 10 to 14 | 958 | 5.9 | 104 |
| 15 to 19 | 1,074 | 6.6 | 112 |
| 20 to 24 | 1,056 | 6.5 | 98 |
| 25 to 29 | 985 | 6.1 | 87 |
| 30 to 34 | 1,180 | 7.3 | 110 |
| 35 to 39 | 1,266 | 7.8 | 121 |
| 40 to 44 | 1,130 | 7.0 | 113 |
| 45 to 49 | 1,172 | 7.2 | 116 |
| 50 to 54 | 1,103 | 6.8 | 104 |
| 55 to 59 | 1,097 | 6.8 | 93 |
| 60 to 64 | 909 | 5.6 | 84 |
| 65 to 69 | 708 | 4.4 | 77 |
| 70 to 74 | 599 | 3.7 | 77 |
| 75 to 79 | 343 | 2.1 | 64 |
| 80 to 84 | 239 | 1.5 | 68 |
| $85+$ | 293 | 1.8 | 82 |
|  |  |  |  |
| + |  |  |  |

AGE OF CHILDREN AT HOME


Benchmark:Southern Ontario
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*Chosen from index ranking with minimum 5\% composition

Demographics | Housing \& Income



## Demographics | Diversity

| ABORIGINAL IDENTITY | VISIBLE MINORITY PRESENCE | NON-OFFICIAL LANGUAGE | IMMIGRATION | PERIOD OF IMMIGRATION* Before 2001 |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| $1.5 \%$ <br> Index:63 | $\begin{array}{cc} \text { EOD } \\ \text { Ead } \end{array} \quad \begin{gathered} \text { Index:32 } \\ \text { In } \end{gathered}$ | $0.5 \%$ <br> Index:23 | 15.1\% |  |  |
|  | Belong to a visible minority group | No knowledge of English or French | Born outside Canada |  |  |

VISIBLE MINORITY STATUS: TOP 5**


LANGUAGES SPOKEN AT HOME: TOP 5**


Benchmark:Southern Ontario
*Chosen from index ranking with minimum 5\% composition
**Ranked by percent composition

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# Top 5 segments represent $72.8 \%$ of households in Hamilton - Waterdown BIA 



Rank:
Hhlds:
Hhld \%:
Hid \%: 28.52
\% in Benchmark: 4.26
Index


Rank:
2
Hhlds: 758
Hhld \%:
\% in Benchmark: $\quad 3.40$
Index


Rank:
Hhlds:
Hhld \%:
\% in Benchmark:
Index


Rank:
4
Hhlds:
646
Hhld \%:
\% in Benchmark: $\quad 0.71$
Index


Rank:
Hhlds:
Hhld \%:
7.47
\% in Benchmark:
2.05

Index

Comprising more than a million people, Family Mbde 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-frombluecollar to management level-in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow themto 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 Mbde lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mbde members make an Effort Tow ard Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.

An upscale suburban lifestyle, First-Class Families is characterized by spraw ling families-more than 40 percent of households contain four or more people-living in close-in suburbs. Mbre than half the households are located in established neighbourhoods in Toronto, Calgary, Ottaw a and Vancouver. In First-Class Families, the parents are middleaged, 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 talian, 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 ecommerce. Committed to living a healthy and wholesome lifestyle, this group scores high for the value Effort Tow ard Health.

The wealthiest suburban segment, Turbo Burbs is a haven for middle-aged families enjoying the fruits of their labour. Found in the outer-ring subdivisions of a handful of large cities, the segment mostly contains families with children between the ages of 10 and 25. Mbre than 90 percent of households live in recently built single-detached homes, with an average dwelling value of more than $\$ 700,000$. The adults have parlayed mixed educations-with significant rates for college and university achievement-into well-paying management, finance, education and government jobs. In their suburban neighbourhoods, many spend a lot of time in their cars, relying on their vehicles to commute to work and chauffeur their teenage children to after-school and athletic activities. While these families live well, participating in all kinds of outdoor sports and travelling extensively, they also give back to the community, volunteering their time and scoring high for donating more than \$5,000 a year to charities. Members of Turbo Burbs care about the development of their community, and are willing to give back to help those less fortunate (Community Involvement).

The lure of good jobs in the mining, oil and gas industries fueled the rise of All-Terrain Families, an upper-middle class suburban lifestyle found mostly in Alberta's large and midsize cities like Airdrie, Grand Prairie, Edmonton and Calgary. These younger and middle-aged households are among the nation's most mobile, with 60 percent having moved in the last five years. Nearly two-thirds of the maintainers are under 45 years old, and most of the children in these households are between the ages of 5 and 24. Originally attracted to Alberta's oil boomduring the early 2000s, residents have turned moderate educations into well-paying blue- and grey-collar jobs and upper-middle incomes. With three-quarters of the housing built since 2006, residents own a mix of single-detached, semi-detached and row houses valued around $\$ 400,000$. In their free time, these family households have high rates for participating in teamsports like hockey, baseball and curling. Their idea of weekend entertainment is going to a sports bar, rock concert or food and wine show. Given their high-energy approach to life, it's not surprising they value a healthy diet and regular exercise (Efort Tow ard Health).

Widely dispersed across Canada, Suburban Sports is one of the larger segments, a suburban refuge for younger and middle-aged families. Originally built on exurban tracts in the 1960s and 1970s, the subdivisions have evolved into conventional suburbs of small urban areas. Eght in ten households own a home, typically a singled-detached house or a duplex. The households are nearly evenly divided between couples and families, maintainers range from 35 to 64, and children are of all ages. Mbderately educated, most adults have completed high school or college and hold service sector and blue-collar jobs in natural resources and the trades; thanks to dual incomes, these households earn solid, upper-middle-class incomes. Suburban Sports scores among the top segments for English-speaking residents, reflecting its third-plus-generation Canadian population of nearly 70 percent. No doubt the presence of children affects the popularity of family-friendly activities like snowboarding, baseball, basketball and swimming. But they also enjoy watching sports, rooting for their favourite pro hockey, soccer and football teams. Not surprising, Suburban Sports members score high for Need for Escape, making a concious effort to escape the stress and responsibilities of every day life once in a while.

## Psychographics | SocialValues Overview

Trade Area: Hamilton - Waterdown BIA

## Strong Values

| Values | Index |
| :--- | ---: |
| Cultural Assimilation | 126 |
| Flexible Families | 121 |
| Parochialism | 114 |
| Need for Escape | 113 |
| Personal Control | 113 |
| Importance of Price | 112 |
| Rejection of Orderliness | 110 |
| Social Darwinism | 110 |
| Aversion to Complexity | 109 |
| Effort Toward Health | 109 |

## Descriptions | Top 3 Strong Values

## Cultural Assimilation

Lack of openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to give up their cultural identities and blend in to the dominant culture.

## 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".

## Parochialism

Considering oneself a "citizen of one's community and country" first and foremost, over a "citizen of the world". Tendency toward ethnocentricity, feeling affinity to people mainly in one's in-group or country.

## Weak Values

| Values | Index |
| :--- | ---: |
| Anomie-Aimlessness | 80 |
| Importance of Aesthetics | 80 |
| Ostentatious Consumption | 80 |
| Active Government | 81 |
| Global Consciousness | 81 |
| Need for Status Recognition | 81 |
| Brand Genuineness | 82 |
| Enthusiasm for Technology | 82 |
| Status via Home | 82 |
| Duty | 83 |

## Descriptions | Top 3 Weak Values

## Anomie-Aimlessness

The feeling of having no goals in life. Experiencing a void of meaning with respect to life in general. A feeling of alienation from society, having the impression of being cut off from what's happening.

## Importance of Aesthetics

Tendency to base purchase decisions on aesthetic rather than utilitarian considerations. Measures the attention given to the beauty of objects and products purchased. People strong on this construct often buy products purely for their appearance. Aesthetic, in this case, is a form of personal expression.

## Ostentatious Consumption

Desire to impress others and express one's social standing through the display of objects that symbolize affluence.

Financial and Expenditure Overview

Financial | WealthScapes Overview


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\% Holders represent where customers are found.
*Average values per holding household as at December 31, 2020.

FINANCIAL RATIOS*

|  |  | \$\$9 |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Debt: Asset | Debt: Liquid Assets | Consumer Debt - Discr. Income | Savings - Inv |  |
| $0.24$ | 0.71 | 0.93 | 0.5 |  |
| Index:112 | Index: 116 | Index:100 | Index:9 |  |
| $\stackrel{\substack{\mathfrak{S}\\}}{2}$ |  |  |  |  |
| Pension - Non-Pension Assets | Real Estate Assets - Liq. Assets | Mortgage - Real Estate Assets | Mortgage - Consu |  |
| 0.18 | 1.81 | $0.28$ | $2.66$ |  |
| Index:84 | Index:103 | Index:117 | Index:116 |  |
| Benchmark:Southern Ontario | Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analyics, PRIZMis a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.ca/Envision/About/1/2021) |  |  |  |
|  | IndexColours: |  | <80 80-110 | $110+$ |

# Total Aggregate Current Consumption:\$573,833,717 

## Average Current Consumption <br> \$101,617 <br> Index 124

Average Household Income
\$149,172
Index 130
Average Disposable Income
\$112,953
Index 126


| Average Household Income | Average Food Expenditure | Average Spend on Food | Average Spend on Food |
| :---: | :---: | :---: | :---: |
| $\$ 149,172$ | $\$ 16,687$ | from Restaurants | from Stores |
| Index 130 | Index 130 | $\$ 5,396$ | $\$ 11,291$ |

Total Aggregate Food Expenditure: \$ 94,231,681

| Bakery |  | Cereal Products |  | Fruit and nuts |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Avg. Dollars/Household | Pct. of Total Expenditure | Avg. Dollars/Household | Pct. of Total Expenditure | Avg. Dollars/Household | Pct. of Total Expenditure |
| \$1,146 | 10.2\% | \$688 | 6.1\% | \$1,424 | 12.6\% |
| Index 131 | Index 102 | Index 135 | Index 105 | Index 130 | Index101 |
| 0 Veg | bles | D Dair | roducts \& Eggs | (2) Meat |  |
| Avg. Dollars/Household | Pct. of Total Expenditure | Avg. Dollars/Household | Pct. of Total Expenditure | Avg. Dollars/Household | Pct. of Total Expenditure |
| \$1,182 | 10.5\% | \$1,694 | 15.0\% | \$2,142 | 19.0\% |
| Index 128 | Index99 | Index 132 | Index 103 | Index 136 | Index 106 |
| (11) Fish | Seafood | g道 Bev | ges \& Other Food |  |  |
| Avg. Dollars/Household | Pct. of Total Expenditure | Avg. Dollars/Household | Pct. of Total Expenditure |  |  |
| \$318 | 2.8\% | \$2,696 | 23.9\% |  |  |
| Index108 | Index:84 | Index 122 | Index95 |  |  |

## Post COVID-19 Activities

## Activities Look Forward To Doing

|  | \% | Base \% | Index |
| :---: | :---: | :---: | :---: |
| Socializing |  |  |  |
| Dating | 10.2 | 11.0 | 93 |
| Going to restaurants, bars or night clubs | 55.4 | 55.1 | 100 |
| Having physical Contact with family and friends | 59.8 | 57.7 | 104 |
| Participating in group activities | 41.7 | 38.7 | 108 |
| Partying | 16.1 | 15.8 | 102 |
| Seeing family and friends in person | 63.7 | 62.8 | 101 |
| Entertainment |  |  |  |
| Attending events, festivals or concerts | 43.4 | 42.9 | 101 |
| Attending sports events (excludes professional sports) | 17.7 | 18.2 | 97 |
| Attending to professional sports events or games | 27.9 | 25.4 | 110 |
| Going to the movies | 48.1 | 45.7 | 105 |
| Movement \& Travel |  |  |  |
| Driving more | 15.7 | 16.1 | 97 |
| Shopping in-store | 44.0 | 42.9 | 103 |
| Spending time outdoors | 31.0 | 32.5 | 95 |
| Travelling outside of Canada/ abroad | 61.1 | 53.2 | 115 |
| Travelling within Canada | 51.7 | 49.9 | 104 |
| Using public transit | 12.1 | 13.7 | 88 |
| Personal |  |  |  |
| Getting back to old habits | 34.3 | 36.2 | 95 |
| Going to a salon, barber shop or spa | 37.7 | 33.7 | 112 |
| Going to the gym | 23.2 | 22.6 | 103 |
| Education/Work |  |  |  |
| Children going back to school | 21.3 | 20.3 | 105 |
| Going back to work | 17.4 | 17.6 | 99 |
| Other |  |  |  |
| Not Stated | 0.3 | 0.6 | 48 |

## Media and Social Media Overview



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




## WHATSAPP

## 40.4\% currently use

 Index: 94Top Activities (Daily)


Benchmark: Southern Ontario

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FRIENDS IN ALL SM NETWORKS

36.6\%

Index:103

0-49 friends

FREQUENCY OF USE (DAILY)


Facebook

BRAND INTERACTION


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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## Online Shopping Attitudes and Behaviours

| 国 | Retail companies should not be allowed to own or share my personal info | 凩 | I am likely to shop online via my mobile device，provided the process is easy |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | \％comp 88．0 Index 100 |  | \％comp 51．1 | Index | 105 |  |
| a昶 | I am concerned about sharing my personal info with retail companies due to privacy issues，such as using it for marketing purposes | $\sqrt{8}$ | I am likely to download a mobile shopping＂app＂if i somehow makes my shopping experience easier |  |  |  |
|  | \％comp 83．4 Index 99 |  | \％comp 39．9 | Inde | 97 |  |
| a | I use my mobile device to find retail locations that sell products I am looking to buy |  | I am open to receiving relevant marketing messages on my mobile device from retailers I trust |  |  |  |
|  | \％comp 60．0 Index 106 |  | \％comp 29．3 | Index | 97 |  |
| Benchma | rk：Southern Ontario | Copyright © 2022 by Environics Analytics（EA）．Source：©2022 Environics Analytics，©2022 Environics Analytics，PRIZM is a registered trademark of Claritas，LLC． （https：／／en．environicsanalytics．ca／Envision／About1／2021） |  |  |  |  |
| Ranked by percent composition． |  |  | Index Colours： | $<80$ | 80－110 | $110+$ |

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


| IndexColours: | $<80$ | $80-110$ | $110+$ |
| :--- | :---: | :---: | :---: |


| $\begin{aligned} & \text { BEHAVIOURAL PREFERENCES } \\ & \text { CLOTHING \& } \\ & \text { FASHIONS } \end{aligned}$ | In person, at store, branch or office | Online/Website via computer | Online/Website via mobile device | By talking to someone on phone |
| :---: | :---: | :---: | :---: | :---: |
| Gather information | $\begin{gathered} 60.2 \% \\ \text { Index:98 } \end{gathered}$ | $36.3 \%$ <br> Index:98 | $\begin{aligned} & \text { 12.0\% } \\ & \text { Index:97 } \end{aligned}$ | $1.6 \%$ <br> Index:49 |
| Purchase preference | $79.0 \%$ <br> Index:105 | 30.3\% <br> Index:99 | $\begin{aligned} & 9.2 \% \\ & \text { Index:94 } \end{aligned}$ | $\begin{aligned} & 2.3 \% \\ & \text { Index:89 } \end{aligned}$ |
| Customer Service | $\begin{aligned} & \text { 64.0\% } \\ & \text { Index:104 } \end{aligned}$ | 15.4\% <br> Index:86 | $5.5 \%$ Index:96 | $\begin{aligned} & 24.7 \% \\ & \text { Index:114 } \end{aligned}$ |

## AMOUNT SPENT [PST 12 MTHS]



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[^3]| Index Colours: | $<80$ | $80-110$ | $110+$ |
| :--- | :--- | :--- | :--- |

BEHAVIOURAL PREFERENCES BY CHANNEL

| GHOME <br>  <br> COMPUTERS | In person, at store, <br> branch or office | Online/Website via <br> computer | Online/Website via <br> mobile device | By talking to <br> someone on phone |
| :---: | :---: | :---: | :---: | :---: |
| Gather information | $45.2 \%$ <br> Index:90 | $58.0 \%$ <br> Index:106 | $16.7 \%$ <br> Index: 107 | $6.8 \%$ <br> Index: 83 |
| Purchase preference | $69.2 \%$ <br> Index: 101 | $40.9 \%$ <br> Index:98 | $10.7 \%$ <br> Index:97 | $4.7 \%$ <br> Index: 73 |
| Customer Service | $54.8 \%$ <br> Index:97 | $24.7 \%$ <br> Index:99 | $7.2 \%$ <br> Index: 98 | $39.5 \%$ <br> Index: 107 |

## AMOUNT SPENT [PST 12 MTHS]



[^4]| Index Colours: | $<80$ | $80-110$ | $110+$ |
| :--- | :--- | :--- | :--- |

BEHAVIOURAL PREFERENCES BY CHANNEL

| GIFT CARDS | In person, at store, <br> branch or office | Online/Website via <br> computer | Online/Website via <br> mobile device | By talking to <br> someone on phone |
| :---: | :---: | :---: | :---: | :---: |
| Gather information | $45.6 \%$ <br> Index:96 | $33.7 \%$ <br> Index:96 | $12.5 \%$ <br> Index:114 | $2.6 \%$ <br> Index:74 |
| Purchase preference | $61.3 \%$ <br> Index:102 | $32.6 \%$ <br> Index:99 | $9.2 \%$ <br> Index:105 | $2.6 \%$ <br> Index:86 |
| Customer Service | $42.0 \%$ <br> Index:99 | $18.5 \%$ <br> Index:90 | $5.7 \%$ <br> Index:94 | $29.9 \%$ <br> Index:108 |

## AMOUNT SPENT [PST 12 MTHS]



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[^6]| IndexColours: | $<80$ | $80-110$ | $110+$ |
| :--- | :--- | :--- | :--- |

behavioural preferences by channel

| $\underset{\sim}{\square}$ | In person, at store, branch or office | Online/Website via computer | Online/Website via mobile device | By talking to someone on phone |
| :---: | :---: | :---: | :---: | :---: |
| Gather information | $73.5 \%$ | $\underset{\substack{23.0 \% \\ \text { Index:93 }}}{ }$ | $\begin{aligned} & \text { 11.0\% } \\ & \text { Index:99 } \end{aligned}$ | $\begin{aligned} & 1.9 \% \\ & \text { Index:71 } \end{aligned}$ |
| Purchase preference | $\begin{aligned} & \text { 87.8\% } \\ & \text { Index:105 } \end{aligned}$ | $\begin{aligned} & \text { 15.8\% } \\ & \text { Index:95 } \end{aligned}$ | $\begin{aligned} & \text { 6.0\% } \\ & \text { Index:96 } \end{aligned}$ | $1.5 \%$ |
| Customer Service | $\begin{aligned} & 72.1 \% \\ & \text { Index:103 } \end{aligned}$ | 9.9\% Index:86 | $\begin{aligned} & \text { 2.9\% } \\ & \text { Index:73 } \end{aligned}$ | $\begin{aligned} & \text { 19.6\% } \\ & \text { Index:105 } \end{aligned}$ |

AMOUNT SPENT [PST 12 MTHS]


Benchmark: Southern Ontario
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[^7]BEHAVIOURAL PREFERENCES BY CHANNEL

|  <br> COSMETICS | In person, at store, <br> branch or office | Online/Website via <br> computer | Online/Website via <br> mobile device | By talking to <br> someone on phone |
| :---: | :---: | :---: | :---: | :---: |
| Gather information | $34.5 \%$ <br> Index:97 | $18.3 \%$ <br> Index:83 | $7.5 \%$ <br> Index:92 | $1.9 \%$ <br> Index:66 |
| Purchase preference | $44.4 \%$ <br> Index:96 | $16.3 \%$ <br> Index:88 | $5.8 \%$ <br> Index:91 | $1.1 \%$ <br> Index:47 |
| Customer Service | $35.1 \%$ <br> Index:97 | $11.0 \%$ <br> Index:87 | $3.6 \%$ <br> Index:82 | $17.0 \%$ <br> Index:116 |

## AMOUNT SPENT [PST 12 MTHS]



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[^9]| Index Colours: | $<80$ | $80-110$ | $110+$ |
| :--- | :--- | :--- | :--- |

BEHAVIOURAL PREFERENCES BY CHANNEL
$\begin{array}{c|c|c|c|c}$\cline { 2 - 5 } \& HOME \& GARDEN \& $\left.\begin{array}{c}\text { In person, at store, } \\ \text { branch or office }\end{array} & \begin{array}{c}\text { Online/Website via } \\ \text { computer }\end{array} & \begin{array}{c}\text { Online/Website via } \\ \text { mobile device }\end{array}\end{array} \begin{array}{c}\text { By talking to } \\ \text { someone on phone }\end{array}\right]$

## AMOUNT SPENT [PST 12 MTHS]



[^10]BEHAVIOURAL PREFERENCES BY CHANNEL

|  | In person, at store, branch or office | Online/Website via computer | Online/Website via mobile device | By talking to someone on phone |
| :---: | :---: | :---: | :---: | :---: |
| Gather information | 44.1\% <br> Index:113 | $36.6 \%$ <br> Index:114 | $\begin{aligned} & 13.9 \% \\ & \text { Index:132 } \end{aligned}$ | $\begin{aligned} & 3.4 \% \\ & \text { Index:87 } \end{aligned}$ |
| Purchase preference | $60.3 \%$ <br> Index:116 | $\begin{aligned} & 24.4 \% \\ & \text { Index:101 } \end{aligned}$ | $\begin{aligned} & \text { 9.1\% } \\ & \text { Index:121 } \end{aligned}$ | $\begin{aligned} & \text { 3.0\% } \\ & \text { Index:99 } \end{aligned}$ |
| Customer Service | $\begin{aligned} & \text { 46.7\% } \\ & \text { Index:112 } \end{aligned}$ | $\begin{aligned} & \text { 15.7\% } \\ & \text { Index:104 } \end{aligned}$ | $5.0 \%$ <br> Index:96 | $\begin{aligned} & \text { 24.5\% } \\ & \text { Index:120 } \end{aligned}$ |

## AMOUNT SPENT [PST 12 MTHS]



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[^12]| Index Colours: | $<80$ | $80-110$ | $110+$ |
| :--- | :--- | :--- | :--- |


| 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 | $17.9 \%$ Index:87 | $61.9 \%$ <br> Index:107 | $\begin{aligned} & \text { 16.3\% } \\ & \text { Index:109 } \end{aligned}$ | $\begin{aligned} & 15.2 \% \\ & \text { Index:94 } \end{aligned}$ |
| Purchase preference | $\begin{aligned} & \text { 25.8\% } \\ & \text { Index:89 } \end{aligned}$ | $54.6 \%$ Index:106 | $\begin{aligned} & \text { 6.6\% } \\ & \text { Index:107 } \end{aligned}$ | $\begin{aligned} & \text { 20.0\% } \\ & \text { Index:112 } \end{aligned}$ |
| Customer Service | $\begin{gathered} \text { 28.3\% } \\ \text { Index:97 } \end{gathered}$ | $\begin{aligned} & \text { 28.7\% } \\ & \text { Index:105 } \end{aligned}$ | $7.4 \%$ <br> Index:106 | $\begin{aligned} & \text { 48.4\% } \\ & \text { Index:110 } \end{aligned}$ |

AMOUNT SPENT [PST 12 MTHS]


Store Loyalty

Trade Area: Hamilton - Waterdown BIA
STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY
Has products I want/regularly in stock
Has high quality fresh produce
Carries food/non-food items I need
Has high quality meat department

| 408 |  |
| :---: | :---: |
|  | 0 |
| 0 | 0 |

## 70.1\% <br> Index:103


60.6\%
Index:102

45.8\%
Index:111

40.6\%
Index:97
Carries variety of items and services
39.9\%
Index:111
Only store that carries what I want
Has variety of freshly prep. foods/meals
Carries variety of organic prod. (!)


Has special section for dietary needs
Carries selection of alcoholic bev. (^)
( $)$
Index:94

## Benchmark:Southern Ontario

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

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## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL

CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me

57.2\%

Index:96

Short checkout lines/fast checkout

39.7\%

Index:111

I like the store ambiance

> 21.4\%

Index:107
Index:111

Organized layout makes it easy to shop

43.0\%

Index:103

Easy to get in and get out quickly

42.5\%

Index:99

31.4\%

Index:93
Has extended hours

27.2\%

Index:99

Has self-checkout

15.7\%

Index:114

Offers an online shopping option (!)

10.7\%

Index:120

Benchmark:Southern Ontario
(!) Represents low sample size. Please analyze with discretion.
$\left.{ }^{( }\right)$Represents extremely lowsample size. Please analyze with discretion.
(https://en.environicsanalytics.ca/Envision/About1/2021)

| IndexColours: | $<80$ | $80-110$ | $110+$ |
| :--- | :--- | :--- | :--- |

## ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Hamilton - Waterdown BIA

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL

## PRICE AND PROMO

Store has great sales and promotions
$68.3 \%$
Index:101

Store has a customer loyalty card program

50.9\%

Index:102

Discover good value when shopping


Has loyalty prog. app and offers pers. promos


OUT OF STOCK ITEM
68.1\%

Index:103

Store has the lowest prices overall

57.3\%

Index:99

|  | \% | Base $\%$ | \% Pen | Index |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Psychographics - Shopping Preferences |  |  |  |  |
| Postpone the purchase | 37.1 | 40.2 | 0.1 | 93 |
| Leave the store and buy it elsewhere | 33.0 | 30.9 | 0.1 | 107 |
| Purchase another brand | 21.6 | 21.2 | 0.1 | 102 |
| Purchase another size or variety of the same brand (!) | 8.3 | 7.7 | 0.1 | 107 |

## Benchmark:Southern Ontario

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

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## Main Street Visitors

# 2019 Hamilton - Waterdown BIA Visitors by Top 10 Census Subdivisions 

Compared to Total Household Population 15+

| CSD Code | Census Subdivision Name | Total Household Population$15+$ |  | Spring 2019 |  |  |  | Summer 2019 |  |  |  | Fall 2019 |  |  |  | Winter 2019 |  |  |  | Full Year 2019 |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | \# | \% of <br> Total | \# | \% of <br> Total | \% Pen | Index | \# | \% of Total | \% Pen | Index | \# | \% of <br> Total | \% Pen | Index | \# | $\% \text { of }$ Total | \% Pen | Index | \# | \% of <br> Total | \% Pen | Index |
|  | Total | 19,302,713 | 100\% | 296,868 | 100\% | 1.54\% | 100 | 295,099 | 100\% | 1.53\% | 100 | 227,575 | 100\% | 1.18\% | 100 | 216,607 | 100\% | 1.12\% | 100 | 462,398 | 100\% | 2.40\% | 100 |
| 3525005 | Hamilton, ON (C) | 483,265 | 2.50\% | 102,991 | 34.69\% | 21.31\% | 1386 | 97,751 | 33.12\% | 20.23\% | 1323 | 80,664 | 35.44\% | 16.69\% | 1416 | 80,503 | 37.17\% | 16.66\% | 1484 | 137,156 | 29.66\% | 28.38\% | 1185 |
| 3524002 | Burlington, ON (CY) | 163,747 | 0.85\% | 54,243 | 18.27\% | 33.13\% | 2154 | 53,617 | 18.17\% | 32.74\% | 2142 | 45,866 | 20.15\% | 28.01\% | 2376 | 42,989 | 19.85\% | 26.25\% | 2340 | 72,351 | 15.65\% | 44.18\% | 1844 |
| 3520005 | Toronto, ON (C) | 2,568,898 | 13.31\% | 14,903 | 5.02\% | 0.58\% | 38 | 15,918 | 5.39\% | 0.62\% | 41 | 9,893 | 4.35\% | 0.39\% | 33 | 8,765 | 4.05\% | 0.34\% | 30 | 28,359 | 6.13\% | 1.10\% | 46 |
| 3521005 | Mississauga, ON (CY) | 642,951 | 3.33\% | 14,531 | 4.89\% | 2.26\% | 147 | 15,523 | 5.26\% | 2.41\% | 158 | 10,495 | 4.61\% | 1.63\% | 138 | 9,566 | 4.42\% | 1.49\% | 133 | 26,658 | 5.77\% | 4.15\% | 173 |
| 3524001 | Oakville, ON (T) | 174,424 | 0.90\% | 14,103 | 4.75\% | 8.09\% | 526 | 15,374 | 5.21\% | 8.81\% | 577 | 10,788 | 4.74\% | 6.19\% | 525 | 10,020 | 4.63\% | 5.74\% | 512 | 24,056 | 5.20\% | 13.79\% | 576 |
| 3530010 | Cambridge, ON (CY) | 114,129 | 0.59\% | 8,415 | 2.83\% | 7.37\% | 479 | 8,667 | 2.94\% | 7.59\% | 497 | 6,471 | 2.84\% | 5.67\% | 481 | 6,680 | 3.08\% | 5.85\% | 522 | 14,788 | 3.20\% | 12.96\% | 541 |
| 3521010 | Brampton, ON (CY) | 596,084 | 3.09\% | 8,095 | 2.73\% | 1.36\% | 88 | 8,119 | 2.75\% | 1.36\% | 89 | 4,875 | 2.14\% | 0.82\% | 69 | 5,019 | 2.32\% | 0.84\% | 75 | 14,023 | 3.03\% | 2.35\% | 98 |
| 3524009 | Milton, ON (T) | 106,330 | 0.55\% | 8,039 | 2.71\% | 7.56\% | 492 | 7,656 | 2.59\% | 7.20\% | 471 | 5,440 | 2.39\% | 5.12\% | 434 | 5,804 | 2.68\% | 5.46\% | 486 | 12,771 | 2.76\% | 12.01\% | 501 |
| 3529006 | Brantford, ON (CY) | 85,464 | 0.44\% | 7,726 | 2.60\% | 9.04\% | 588 | 6,186 | 2.10\% | 7.24\% | 473 | 6,165 | 2.71\% | 7.21\% | 612 | 5,147 | 2.38\% | 6.02\% | 537 | 11,550 | 2.50\% | 13.51\% | 564 |
| 3523008 | Guelph, ON (CY) | 121,691 | 0.63\% | 5,398 | 1.82\% | 4.44\% | 288 | 5,943 | 2.01\% | 4.88\% | 319 | 4,735 | 2.08\% | 3.89\% | 330 | 5,026 | 2.32\% | 4.13\% | 368 | 10,946 | 2.37\% | 8.99\% | 375 |

2019 Hamilton - Waterdown BIA Visitors Within Trade Area


2019 Hamilton - Waterdown BIA Visitors Within vs Outside Trade Area

| Year | Total Visitors in <br> Main Street | \# Visitors Within <br> 15 min TA | \% Visitors Within <br> 15 min TA | \# Visitors Outside <br> 15 min TA | \% Visitors Outside <br> 15 min TA |
| :---: | ---: | ---: | ---: | ---: | ---: |
| Full Year 2019 | 468,407 | 12,194 | 2.6 | 456,213 |  |

2020 Hamilton - Waterdown BIA Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+

| CSD Code | Census Subdivision Name | Total House Population |  |  | Spring | 020 |  |  | Summe | 2020 |  |  | Fall |  |  |  | Winter | 020 |  |  | Full Year | 2020 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | \# | $\begin{aligned} & \% \text { of } \\ & \text { Total } \end{aligned}$ | \# | $\begin{aligned} & \% \text { of } \\ & \text { Total } \\ & \hline \end{aligned}$ | \% Pen | Index | \# | $\begin{aligned} & \text { \% of } \\ & \text { Total } \end{aligned}$ | \% Pen | Index | \# | $\begin{aligned} & \text { \% of } \\ & \text { Total } \end{aligned}$ | \% Pen | Index | \# | \% o otal | \% Pen | Index | \# | $\begin{aligned} & \% \text { of } \\ & \text { Total } \end{aligned}$ | \% Pen | Index |
|  | Total | 19,302,713 | 100\% | 181,031 | 100\% | 0.94\% | 100 | 242,372 | 100\% | 1.26\% | 100 | 208,454 | 100\% | 1.08\% | 100 | 174,362 | 100\% | 0.90\% | 100 | 380,576 | 100\% | 1.97\% | 100 |
| 3525005 | Hamilton, ON (C) | 483,265 | 2.50\% | 66,322 | 36.64\% | 13.72\% | 1463 | 77,716 | 32.06\% | 16.08\% | 1281 | 71,688 | 34.39\% | 14.83\% | 1374 | 69,526 | 39.87\% | 14.39\% | 1593 | 113,061 | 29.71\% | 23.40\% | 1187 |
| 3524002 | Burlington, ON (CY) | 163,747 | 0.85\% | 39,420 | 21.78\% | 24.07\% | 2567 | 51,320 | 21.17\% | 31.34\% | 2496 | 43,495 | 20.87\% | 26.56\% | 2460 | 35,719 | 20.49\% | 21.81\% | 2415 | 67,308 | 17.69\% | 41.10\% | 2085 |
| 3520005 | Toronto, ON (C) | 2,568,898 | 13.31\% | 9,194 | 5.08\% | 0.36\% | 38 | 14,123 | 5.83\% | 0.55\% | 44 | 12,250 | 5.88\% | 0.48\% | 44 | 7,044 | 4.04\% | 0.27\% | 30 | 25,753 | 6.77\% | 1.00\% | 51 |
| 3521005 | Mississauga, ON (CY) | 642,951 | 3.33\% | 8,950 | 4.94\% | 1.39\% | 148 | 15,420 | 6.36\% | 2.40\% | 191 | 10,659 | 5.11\% | 1.66\% | 154 | 7,577 | 4.35\% | 1.18\% | 130 | 25,048 | 6.58\% | 3.90\% | 198 |
| 3524001 | Oakville, ON (T) | 174,424 | 0.90\% | 9,139 | 5.05\% | 5.24\% | 559 | 13,351 | 5.51\% | 7.65\% | 610 | 11,984 | 5.75\% | 6.87\% | 636 | 7,858 | 4.51\% | 4.51\% | 499 | 22,106 | 5.81\% | 12.67\% | 643 |
| 3521010 | Brampton, ON (CY) | 596,084 | 3.09\% | 4,131 | 2.28\% | 0.69\% | 74 | 6,625 | 2.73\% | 1.11\% | 89 | 5,656 | 2.71\% | 0.95\% | 88 | 3,349 | 1.92\% | 0.56\% | 62 | 11,522 | 3.03\% | 1.93\% | 98 |
| 3524009 | Milton, ON (T) | 106,330 | 0.55\% | 5,220 | 2.88\% | 4.91\% | 523 | 5,967 | 2.46\% | 5.61\% | 447 | 5,132 | 2.46\% | 4.83\% | 447 | 4,679 | 2.68\% | 4.40\% | 487 | 10,734 | 2.82\% | 10.09\% | 512 |
| 3530010 | Cambridge, ON (CY) | 114,129 | 0.59\% | 4,102 | 2.27\% | 3.59\% | 383 | 6,276 | 2.59\% | 5.50\% | 438 | 5,249 | 2.52\% | 4.60\% | 426 | 4,082 | 2.34\% | 3.58\% | 396 | 10,437 | 2.74\% | 9.14\% | 464 |
| 3529006 | Brantford, ON (CY) | 85,464 | 0.44\% | 3,766 | 2.08\% | 4.41\% | 470 | 4,801 | 1.98\% | 5.62\% | 447 | 5,033 | 2.41\% | 5.89\% | 545 | 3,877 | 2.22\% | 4.54\% | 502 | 8,446 | 2.22\% | 9.88\% | 501 |
| 3523008 | Guelph, ON (CY) | 121,691 | 0.63\% | 2,961 | 1.64\% | 2.43\% | 259 | 4,197 | 1.73\% | 3.45\% | 275 | 2,807 | 1.35\% | 2.31\% | 214 | 3,042 | 1.74\% | 2.50\% | 277 | 7,260 | 1.91\% | 5.97\% | 303 |
| 2020 Hamilton - Waterdown BIA Visitors Within Trade Area <br> Compared to Total Household Population 15+ <br> 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 |  | 9,883 |  | \% Pen |  | \%,400 |  | \% Pe |  | , |  | \% P |  | , |  | \% P |  |
|  |  | 12,892 |  | 9,863 |  | 76.5 |  |  |  | $76.7$ |  |  |  | 72.9 |  | 10,171 |  | 78.9 |  | 10,422 |  | 80.8 |  |

2020 Hamilton - Waterdown BIA Visitors Within vs Outside Trade Area

|  | anad |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 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 | 383,211 | 10,422 | 2.7 | 372,789 | 97.3 |


| CSD Code | Census Subdivision Name | Total Household Population 15+ |  | Spring 2021 |  |  |  | Summer 2021 |  |  |  | Fall 2021 |  |  |  | Winter 2021 |  |  |  | Full Year 2021 |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| CsD Code | Census Subaivision Name | + | $\begin{aligned} & \% \text { of } \\ & \text { Total } \end{aligned}$ | \# | $\begin{gathered} \hline \% \text { of } \\ \text { Total } \\ \hline \end{gathered}$ | \% Pen | Index | \# | $\begin{aligned} & \% \text { of } \\ & \text { Total } \end{aligned}$ | \% Pen | Index | \# | $\begin{gathered} \hline \% \text { of } \\ \text { Total } \\ \hline \end{gathered}$ | \% Pen | Index | \# | $\begin{aligned} & \text { \% of } \\ & \text { Total } \end{aligned}$ | \% Pen | Index | \# | $\begin{aligned} & \% \text { of } \\ & \text { Total } \\ & \hline \end{aligned}$ | \% Pen | Index |
|  | Total | 19,302,713 | 100\% | 183,423 | 100\% | 0.95\% | 100 | 308,800 | 100\% | 1.60\% | 100 | 274,182 | 100\% | 1.42\% | 100 | 207,920 | 100\% | 1.08\% | 100 | 461,125 | 100\% | 2.39\% | 100 |
| 3525005 | Hamilton, ON (C) | 483,265 | 2.50\% | 60,407 | 32.93\% | 12.50\% | 1315 | 86,871 | 28.13\% | 17.98\% | 1124 | 82,255 | 30.00\% | 17.02\% | 1198 | 74,037 | 35.61\% | 15.32\% | 1422 | 119,822 | 25.98\% | 24.79\% | 1038 |
| 3524002 | Burlington, ON (CY) | 163,747 | 0.85\% | 35,124 | 19.15\% | 21.45\% | 2257 | 61,599 | 19.95\% | 37.62\% | 2351 | 52,022 | 18.97\% | 31.77\% | 2237 | 43,897 | 21.11\% | 26.81\% | 2489 | 72,149 | 15.65\% | 44.06\% | 1844 |
| 3521005 | Mississauga, ON (CY) | 642,951 | 3.33\% | 12,042 | 6.56\% | 1.87\% | 197 | 20,691 | 6.70\% | 3.22\% | 201 | 16,201 | 5.91\% | 2.52\% | 177 | 9,421 | 4.53\% | 1.47\% | 136 | 36,122 | 7.83\% | 5.62\% | 235 |
| 3520005 | Toronto, ON (C) | 2,568,898 | 13.31\% | 11,455 | 6.25\% | 0.45\% | 47 | 19,365 | 6.27\% | 0.75\% | 47 | 14,818 | 5.40\% | 0.58\% | 41 | 11,490 | 5.53\% | 0.45\% | 42 | 35,525 | 7.70\% | 1.38\% | 58 |
| 3524001 | Oakville, ON (T) | 174,424 | 0.90\% | 9,660 | 5.27\% | 5.54\% | 583 | 20,313 | 6.58\% | 11.65\% | 728 | 16,878 | 6.16\% | 9.68\% | 681 | 10,163 | 4.89\% | 5.83\% | 541 | 29,358 | 6.37\% | 16.83\% | 705 |
| 3521010 | Brampton, ON (CY) | 596,084 | 3.09\% | 7,283 | 3.97\% | 1.22\% | 129 | 10,035 | 3.25\% | 1.68\% | 105 | 6,969 | 2.54\% | 1.17\% | 82 | 5,005 | 2.41\% | 0.84\% | 78 | 16,952 | 3.68\% | 2.84\% | 119 |
| 3524009 | Milton, ON (T) | 106,330 | 0.55\% | 4,974 | 2.71\% | 4.68\% | 492 | 9,378 | 3.04\% | 8.82\% | 551 | 6,685 | 2.44\% | 6.29\% | 443 | 5,468 | 2.63\% | 5.14\% | 477 | 14,571 | 3.16\% | 13.70\% | 574 |
| 3530010 | Cambridge, ON (CY) | 114,129 | 0.59\% | 3,596 | 1.96\% | 3.15\% | 332 | 8,573 | 2.78\% | 7.51\% | 470 | 7,892 | 2.88\% | 6.91\% | 487 | 5,496 | 2.64\% | 4.82\% | 447 | 12,943 | 2.81\% | 11.34\% | 475 |
| 3523008 | Guelph, ON (CY) | 121,691 | 0.63\% | 3,331 | 1.82\% | 2.74\% | 288 | 5,785 | 1.87\% | 4.75\% | 297 | 5,441 | 1.98\% | 4.47\% | 315 | 2,883 | 1.39\% | 2.37\% | 220 | 10,276 | 2.23\% | 8.44\% | 353 |
| 3529006 | Brantford, ON (CY) | 85,464 | 0.44\% | 2,588 | 1.41\% | 3.03\% | 319 | 5,279 | 1.71\% | 6.18\% | 386 | 6,941 | 2.53\% | 8.12\% | 572 | 3,686 | 1.77\% | 4.31\% | 400 | 9,680 | 2.10\% | 11.33\% | 47 |

2021 Hamilton - Waterdown BIA Visitors Within Trade Area


2021 Hamilton - Waterdown BIA Visitors Within vs Outside Trade Area
Benchmark: Canad

| Year | Total Visitors in <br> Main Street | \# Visitors Within <br> 15 min TA | \% Visitors Within <br> 15 min TA | \# Visitors Outside <br> 15 min TA | \% Visitors Outside <br> $15 \mathrm{~min} ~ T A ~$ |
| :---: | ---: | ---: | ---: | ---: | ---: |
| Full Year 2021 | 465,911 | 10,143 | 2.2 | 455,767 | 97.8 |

# Top 5 segments represent $34.20 / 0$ of customers in Southern Ontario 



Rank:
Customers:
Customers \%:
\% in Benchmark: Index

Rank:
2

Customers \%: \% in Benchmark: Index

An upscale suburban lifestyle, First-Class Families is characterized by spraw ling families-more than 40 percent of households contain four or more people-living in close-in suburbs. Mbre than half the households are located in established neighbourhoods in Toronto, Calgary, Ottaw a and Vancouver. In First-Class Families, the parents are middleaged, 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 teamsports-baseball, basketball, football, hockey, volleyball-as both participants and spectators. And many families look forw ard to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in ecommerce. Committed to living a healthy and wholesome lifestyle, this group scores high for the value Effort Toward Health.

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. Mbre than 40 percent of residents are immigrants, and the rest are typically secondgeneration 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 fromjobs in management, business and the sciences-that are 50 percent higher than the national average and that allow themto exercise Ostentatious Consumption by purchasing items that symbolize affluence.

Md-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 wellestablished neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Md-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. Mbst households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, Portugese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques froma 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).

Comprising more than a million people, Family Mbde 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-frombluecollar to management level-in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow themto 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 Mbde lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mbde members make an Effort Tow ard Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.

The wealthiest rural lifestyle, Kick-Back Country is a collection of middle-aged families and older couples living in rustic areas near large and medium-size cities. For some, their communities are a weekend getaway fromtheir busy life in the city. The maintainers tend to be between 45 and 64 years old, and children range in age from 10 to 24 . Despite mixed educations-mostly high school and college-residents earn impressive incomes averaging about \$150,000 fromwellpaying jobs in management as well as mining, construction, trades and transportation. The lower cost of living in their rural areas means nearly nine out of ten households own a home. Many are second- and third-generation Canadians drawn to spacious, single-family houses built beyond the urban sprawl; the average dwelling value is over $\$ 570,000-$ 29 percent above average. Their driveways often contain domestic compact SUVs and large pickups for commuting to work, hauling camping and boating equipment and travelling to the city for shopping. With their conservative social views, these households score high for the value Traditional Families.


[^0]:    Chosen and ranked by percent composition
    (!)Indicates variables with low sample size. Please analyze with discretion

[^1]:    Chosen and ranked by percent composition

[^2]:    Benchmark: Southern Ontario

[^3]:    (!) Indicates variables with low sample size. Please analyze with discretion

[^4]:    (!) Indicates variables with low sample size. Please analyze with discretion.

[^5]:    Benchmark: Southern Ontario

[^6]:    (!) Indicates variables with low sample size. Please analyze with discretion.

[^7]:    (!) Indicates variables with low sample size. Please analyze with discretion.

[^8]:    Benchmark: Southern Ontario

[^9]:    (!) Indicates variables with low sample size. Please analyze with discretion.

[^10]:    (!) Indicates variables with low sample size. Please analyze with discretion.

[^11]:    Benchmark: Southern Ontario

[^12]:    (!) Indicates variables with low sample size. Please analyze with discretion.

