

Community Profile: Kingston – Downtown Kingston

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

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

ENVIRONICS
ANALYTICS

Confidential

Date: February 10, 2022

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Kingston - Downtown Kingston
Main Street Boundary and Trade Area



2022-01-12 12:46 PM

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Kingston - Downtown Kingston

POPULATION

15,363

HOUSEHOLDS

8,240

MEDIAN MAINTAINER AGE

39

Index: 72

MARITAL STATUS



36.9%

Index: 64

Married/Common-Law

FAMILY STATUS*

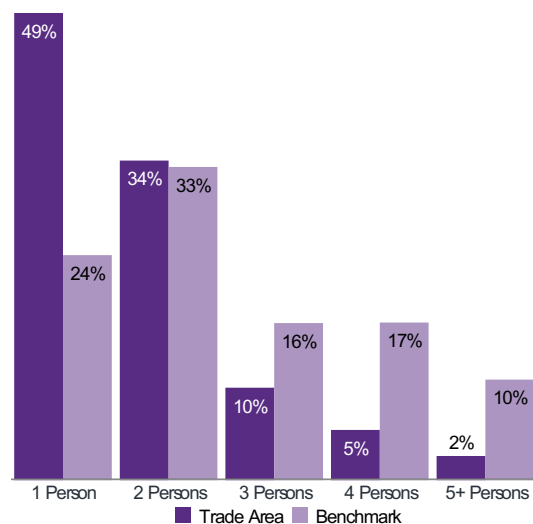


47.1%

Index: 169

Single (Never Legally Married)

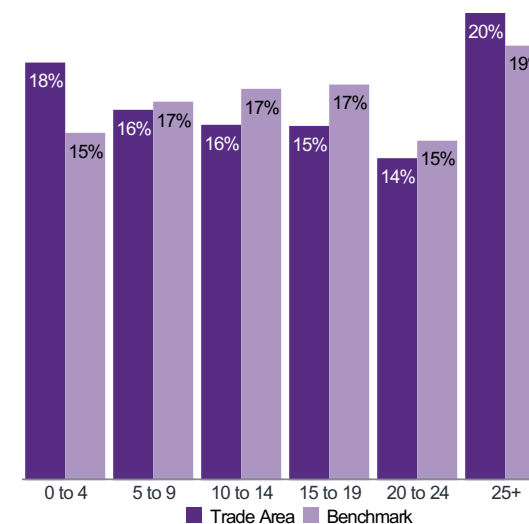
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	395	2.6	51
5 to 9	333	2.2	40
10 to 14	328	2.1	38
15 to 19	512	3.3	56
20 to 24	2,278	14.8	222
25 to 29	2,512	16.4	233
30 to 34	1,565	10.2	153
35 to 39	1,025	6.7	103
40 to 44	692	4.5	73
45 to 49	524	3.4	54
50 to 54	661	4.3	66
55 to 59	830	5.4	74
60 to 64	823	5.4	80
65 to 69	772	5.0	89
70 to 74	651	4.2	89
75 to 79	505	3.3	100
80 to 84	374	2.4	112
85+	583	3.8	171

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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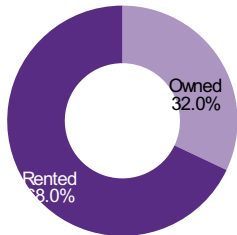
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Downtown Kingston

Population: 15,363 | Households: 8,240

TENURE



STRUCTURE TYPE



30.9%
Index: 40



68.4%
Index: 310

AGE OF HOUSING*

60+ Years Old
% Comp: 47.0 Index: 227

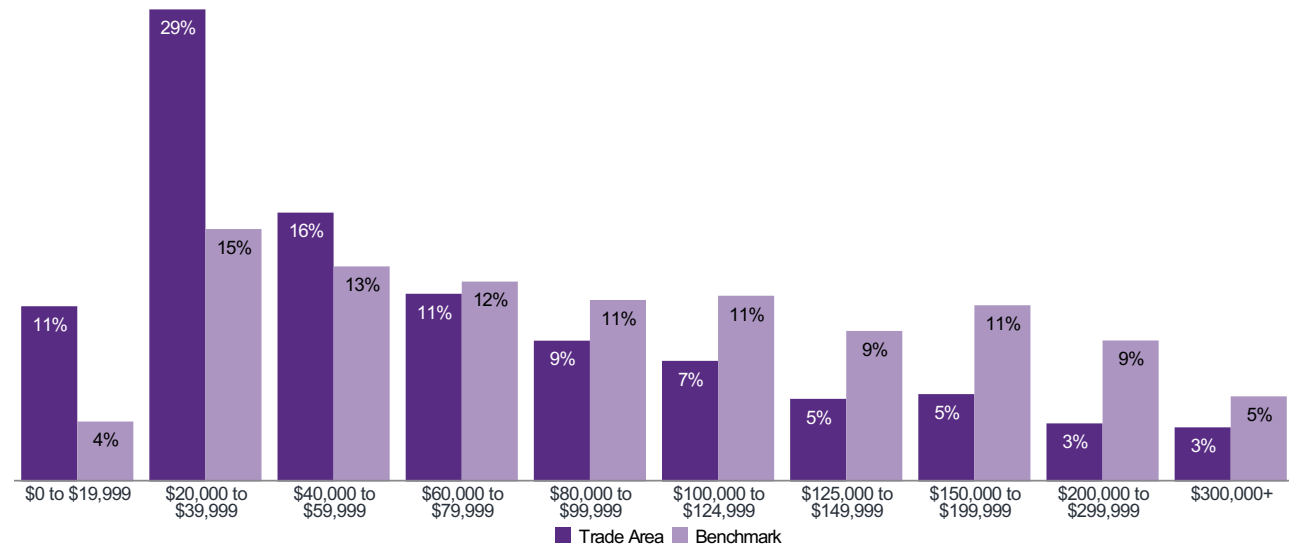
AVERAGE HOUSEHOLD INCOME



\$78,991

Index: 69

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

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Trade Area: Kingston - Downtown Kingston

Population: 15,363 | Households: 8,240

EDUCATION



47.4%

Index:178

University Degree

LABOUR FORCE PARTICIPATION



62.3%

Index:96

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



18.1%

Index:917

Travel to work byWalking

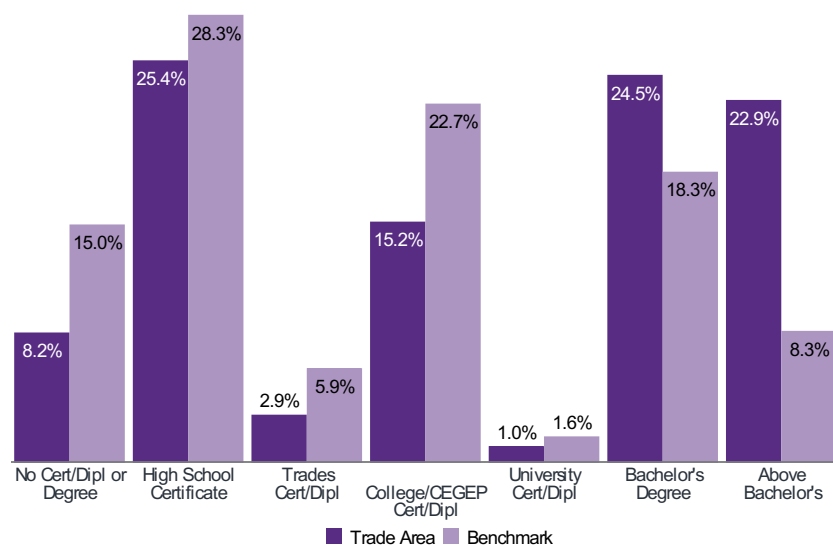


14.3%

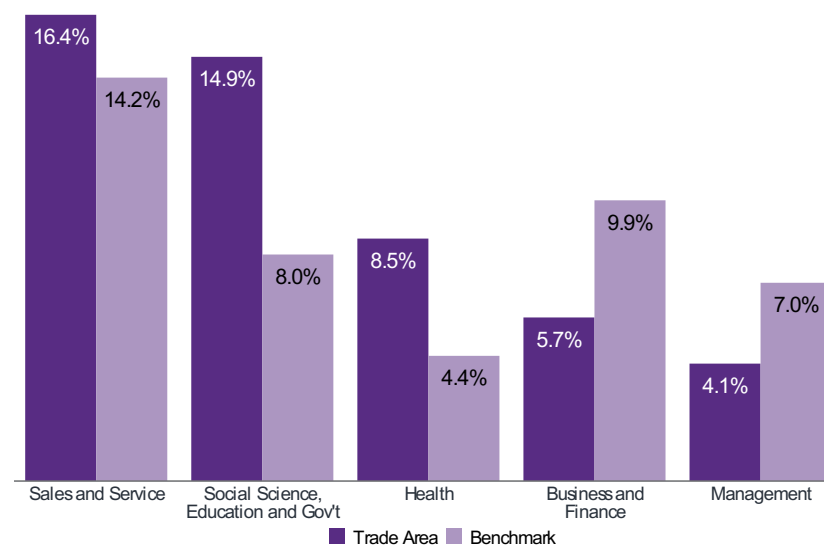
Index:39

Travel to work byCar (as Driver)

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark:Southern Ontario

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*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Downtown Kingston

Population: 15,363 | Households: 8,240

ABORIGINAL IDENTITY



3.5%
Index: 147

VISIBLE MINORITY PRESENCE



15.5%
Index: 53

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



0.5%
Index: 23

No knowledge of
English or French

IMMIGRATION



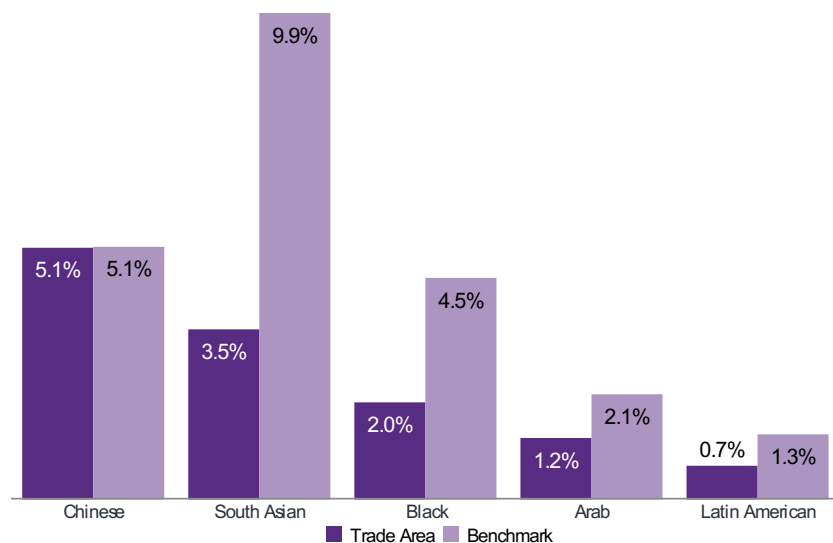
14.1%
Index: 53

Born outside Canada

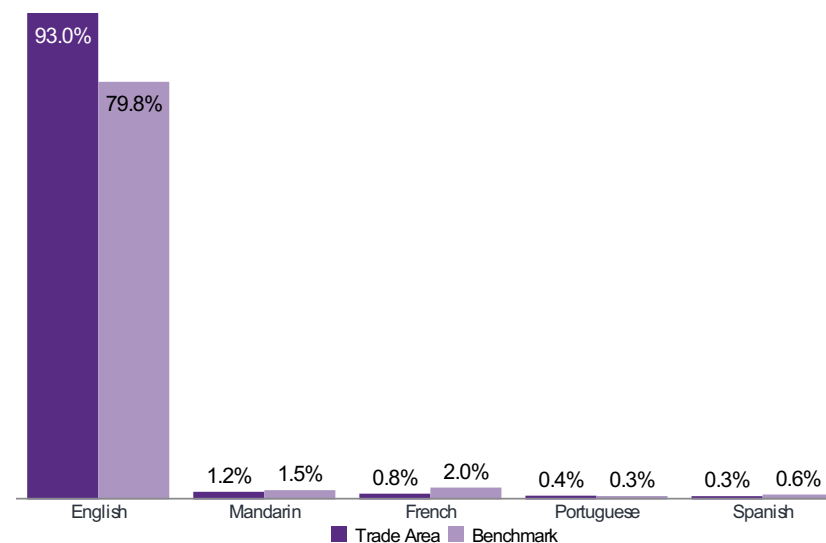
PERIOD OF IMMIGRATION*

Before 2001
8.9% Index: 64

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

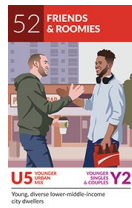
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

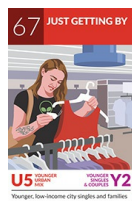
Index Colours: <80 80 - 110 110+

Top 5 segments represent **77.8%** of households in Kingston - Downtown Kingston



Rank: 1
Hhlds: 2,804
Hhld %: 34.03
% in Benchmark: 2.06
Index: 1,656

One of the largest segments, Friends & Roomies attracts mostly young singles and single-parent families to neighbourhoods in cities like Calgary, Edmonton, Winnipeg and Victoria. More than a third of maintainers are younger than 35, more than half under 44. A majority of the households contain single, divorced or separated individuals. With mixed educational achievement—from high school to university degrees—members hold a variety of predominantly service sector and white-collar jobs. Incomes are below average, and over three-quarters are renters, mostly in low-rise units. In this transitional segment, more than 60 percent of Friends & Roomies households moved in the past five years. Today, nearly 40 percent of the population are first-generation Canadians, typically black, Filipino and South Asian immigrants who identify as visible minorities. These young people are able to turn modest incomes into active social lives, enjoying bars, nightclubs and community theatres at high rates. And many like to shop—especially online—for video games, movies and music. In their diverse neighbourhoods, they enjoy Culture Sampling, incorporating the cultural influences of other groups into their lives.



Rank: 2
Hhlds: 1,150
Hhld %: 13.96
% in Benchmark: 3.49
Index: 400

The most economically challenged of all segments, Just Getting By is home to younger, low-income singles and single-parent families located in large cities like London, St. Catharines, Windsor and Halifax. In their dense neighbourhoods, nearly 45 percent of maintainers are under 45 years old. More than half are single, divorced or separated, and over a third are lone-parent families, typically with younger children. Residents tend to be third-plus-generation Canadians with low education levels and low-level jobs in sales, the services, trades and manufacturing. Most households can only afford to rent units in older low-rise apartment buildings or own inexpensive single-detached houses. But being young and mobile has its advantages: more than half moved in the past five years with the hope of climbing the socioeconomic ladder. Surveys show a desire to improve their prospects in the popularity of online courses and management training programs. Without deep pockets, they engage in low-cost activities like going to parks, city gardens and auto shows. In this segment, budget-conscious residents score high for the value Importance of Price.



Rank: 3
Hhlds: 842
Hhld %: 10.21
% in Benchmark: 3.77
Index: 271

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: 4
Hhlds: 815
Hhld %: 9.88
% in Benchmark: 1.81
Index: 546

Found in mostly small- and medium-size cities, Juggling Acts features a mix of younger singles and young families, with higher-than-average rates for divorced and separated individuals as well as lone-parent families. In their established neighbourhoods, nearly half the householders are renters, typically living in series, rows, duplexes and low-rise apartments. Thanks to a high percentage of maintainers under the age of 35, a youthful energy pervades this lifestyle. Despite modest educational achievement—a mix of grade 9, high school and college graduates—the adults have decent-paying service sector and blue-collar jobs. But this is a transient group—half the residents have moved in the past five years—and they're always on the lookout for better opportunities. Many rely on their cars for commuting to work and pursuing leisure activities in the city and countryside. In Juggling Acts, residents have high rates for enjoying billiards, martial arts, camping and fishing and hunting. Their idea of a weekend splurge is going to a sporting event, community theatre, craft show or music festival. Members of this group regularly seek ways to save money, and they would not pay more for brand name products (Brand Apathy).



Rank: 5
Hhlds: 803
Hhld %: 9.75
% in Benchmark: 1.30
Index: 749

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

Psychographics | SocialValues Overview

Trade Area: Kingston - Downtown Kingston



Strong Values

Values	Index
Ecological Concern	123
Ethical Consumerism	120
Flexible Families	119
Introspection & Empathy	119
Rejection of Inequality	119
Aversion to Complexity	118
Primacy of Environmental Protection	117
Multiculturalism	116
Culture Sampling	114
Equal Relationship with Youth	114



Descriptions | Top 3 Strong Values

Ecological Concern

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

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.

Rejection of Inequality

A belief that active involvement in the political process can make a difference in society. People strongest on this construct reject the notion that inequities in society are inevitable and should be expected.



Weak Values

Values	Index
Religiosity	77
Social Darwinism	79
Consumption Evangelism	83
Legacy	83
Primacy of the Family	85
Advertising as Stimulus	88
Sexism	89
Traditional Family	89
Confidence in Big Business	90
Ecological Fatalism	90



Descriptions | Top 3 Weak Values

Religiosity

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

Social Darwinism

A belief that active involvement in the political process doesn't really make any difference in society. People strongest on this construct accept the notion that inequities in society are inevitable and should be expected.

Consumption Evangelism

Desire to exercise real leadership among one's peer group in adopting brands, products and services. Consumers who are strong on this construct are enthusiastic, even passionate, about what they buy and are very well informed about product features and competitive products. These are the people others consult before buying something. Because of their large, well-maintained social network, they wield great influence when it comes to promoting a brand, product or service.

Financial and Expenditure Overview

Financial | WealthScapes Overview

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Trade Area: Kingston - Downtown Kingston

WealthScapes Households: 8,188

INCOME*

Household Income

\$ 79,500

Index: **69**

Household Disposable Income

\$ 62,832

Index: **69**

Household Discretionary Income

\$ 43,539

Index: **68**

Annual RRSP Contributions

\$ 1,673

Index: **47**

WEALTH*



Net Worth

% Holders

99.2% Index: **99**

Balance

\$570,581

Index: **77**

ASSETS*



Savings

% Holders

94.0% Index: **99**

Balance

\$85,922

Index: **112**



Investments

% Holders

50.9% Index: **85**

Balance

\$433,199

Index: **128**



Unlisted Shares

% Holders

13.1% Index: **105**

Balance

\$437,831

Index: **138**



Real Estate

% Holders

35.3% Index: **46**

Balance

\$617,276

Index: **82**



Liquid Assets

% Holders

97.1% Index: **99**

Balance

\$370,921

Index: **112**

DEBT*



Consumer Debt

% Holders

85.4% Index: **94**

Balance

\$32,466

Index: **49**



Mortgage Debt

% Holders

16.8% Index: **36**

Balance

\$246,053

Index: **83**

FINANCIAL RATIO



Debt:Asset

% Holders

0.11% Index: **51**

Benchmark: Southern Ontario

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% Holders represent where customers are found.

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

Index Colours: <80 80 - 110 110+

Trade Area: Kingston - Downtown Kingston

WealthScapes Households: 8,188

FINANCIAL RATIOS*



Debt: Asset

0.11

Index: 51



Debt: Liquid Assets

0.19

Index: 31



Consumer Debt - Discr. Income

0.64

Index: 68



Savings - Investments

0.63

Index: 105



Pension - Non-Pension Assets

0.31

Index: 142



Real Estate Assets - Liq. Assets

0.61

Index: 34



Mortgage - Real Estate Assets

0.19

Index: 78



Mortgage - Consumer Debt

1.49

Index: 65

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Downtown Kingston

Households: 8,240

Total Aggregate Current Consumption: \$462,955,065

Average Current Consumption

\$56,184

Index 69

Average Household Income










\$77,932

Index 68

Average Disposable Income

\$61,090

Index 68

 <p>Shelter</p> <p>Avg. Dollars/Household \$16,589 Index 79</p> <p>Pct. of Total Expenditure 29.5% Index 115</p>	 <p>Food</p> <p>Avg. Dollars/Household \$8,199 Index 64</p> <p>Pct. of Total Expenditure 14.6% Index 93</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$6,884 Index 50</p> <p>Pct. of Total Expenditure 12.3% Index 73</p>
 <p>Health Care</p> <p>Avg. Dollars/Household \$4,577 Index 84</p> <p>Pct. of Total Expenditure 8.1% Index 122</p>	 <p>Household Operation</p> <p>Avg. Dollars/Household \$3,386 Index 59</p> <p>Pct. of Total Expenditure 6.0% Index 86</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$3,053 Index 64</p> <p>Pct. of Total Expenditure 5.4% Index 93</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$2,887 Index 81</p> <p>Pct. of Total Expenditure 5.1% Index 118</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$2,756 Index 69</p> <p>Pct. of Total Expenditure 4.9% Index 101</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$2,508 Index 76</p> <p>Pct. of Total Expenditure 4.5% Index 110</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

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Downtown Kingston

Households: 3,240

Average Household Income

\$77,932

Index: 68

Average Food Expenditure

\$8,199

Index: 64

Average Spend on Food from Restaurants

\$3,541




Index: 88




Average Spend on Food from Stores



\$4,658

Index: 53

Total Aggregate Food Expenditure: \$ 67,557,046

 <h3>Bakery</h3>		 <h3>Cereal Products</h3>		 <h3>Fruit and nuts</h3>	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
\$489	10.5%	\$308	6.6%	\$560	12.0%
Index: 56	Index: 105	Index: 60	Index: 113	Index: 51	Index: 96

 <h3>Vegetables</h3>		 <h3>Dairy products & Eggs</h3>		 <h3>Meat</h3>	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
\$518	11.1%	\$684	14.7%	\$721	15.5%
Index: 56	Index: 105	Index: 53	Index: 100	Index: 46	Index: 86

 <h3>Fish & Seafood</h3>		 <h3>Beverages & Other Food</h3>	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
\$91	2.0%	\$1,289	27.7%
Index: 31	Index: 59	Index: 58	Index: 110

Benchmark: Southern Ontario

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

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

Trade Area: Kingston - Downtown Kingston

Household Population 14+: 13,742

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	20.0	11.0	182
Going to restaurants, bars or night clubs	56.8	55.1	103
Having physical Contact with family and friends	59.2	57.7	103
Participating in group activities	41.8	38.7	108
Partying	22.3	15.8	141
Seeing family and friends in person	62.9	62.8	100
Entertainment			
Attending events, festivals or concerts	43.0	42.9	100
Attending sports events (excludes professional sports)	16.6	18.2	91
Attending to professional sports events or games	23.5	25.4	92
Going to the movies	47.7	45.7	104
Movement & Travel			
Driving more	13.6	16.1	84
Shopping in-store	42.2	42.9	98
Spending time outdoors	35.4	32.5	109
Travelling outside of Canada/ abroad	49.9	53.2	94
Travelling within Canada	47.3	49.9	95
Using public transit	15.4	13.7	112
Personal			
Getting back to old habits	36.7	36.2	101
Going to a salon, barber shop or spa	31.9	33.7	94
Going to the gym	23.6	22.6	105
Education/Work			
Children going back to school	15.0	20.3	74
Going back to work	19.2	17.6	109
Other			
Not Stated	0.2	0.6	27

Benchmark: Southern Ontario

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(Base used for Index calculations)

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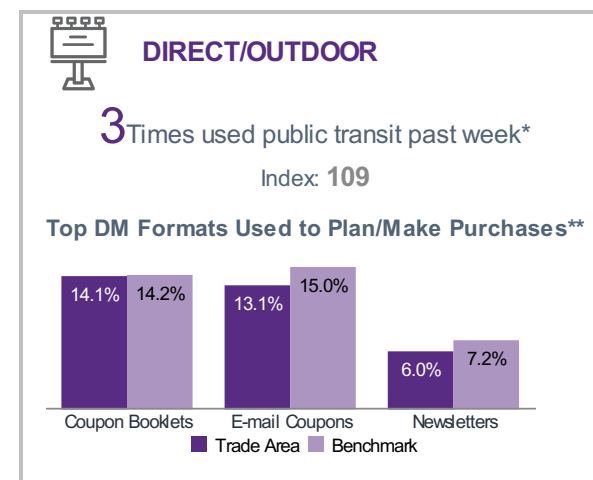
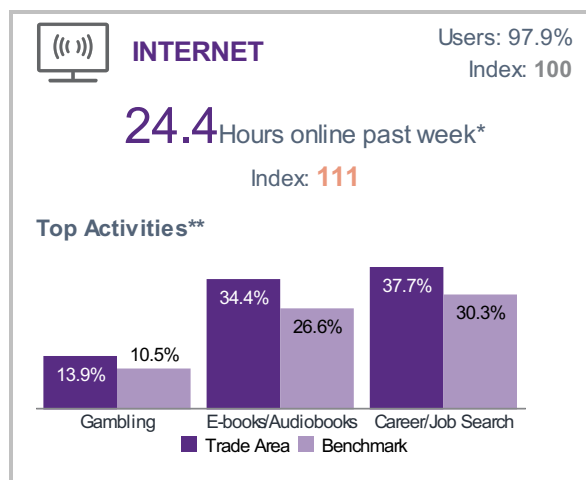
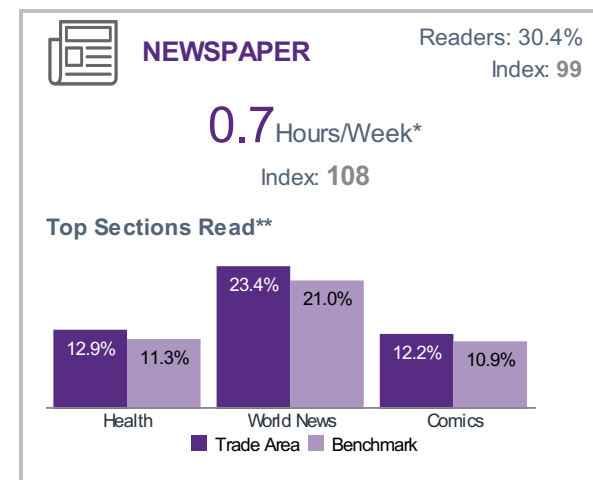
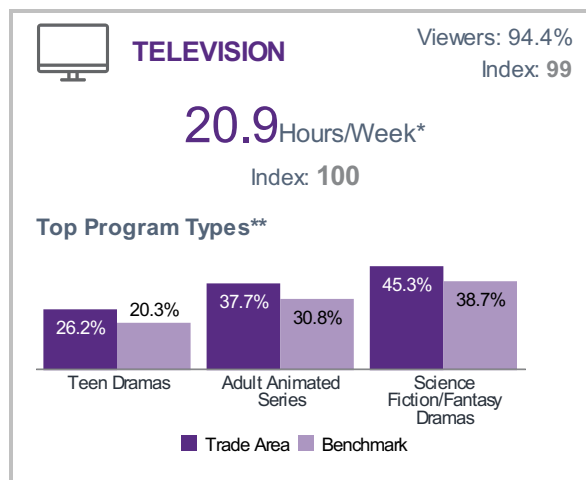
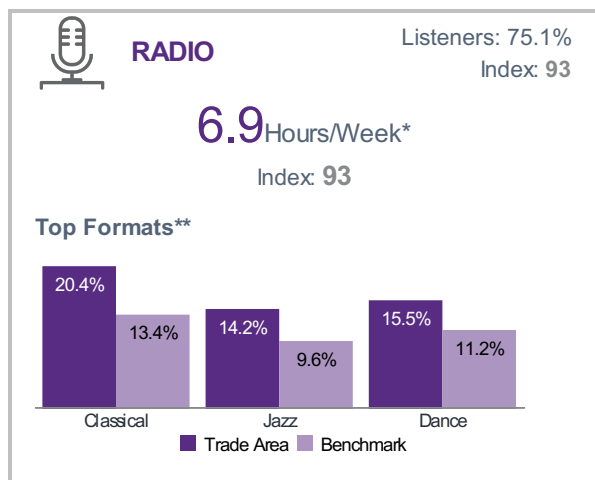
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Downtown Kingston

Household Population 14+: 13,742



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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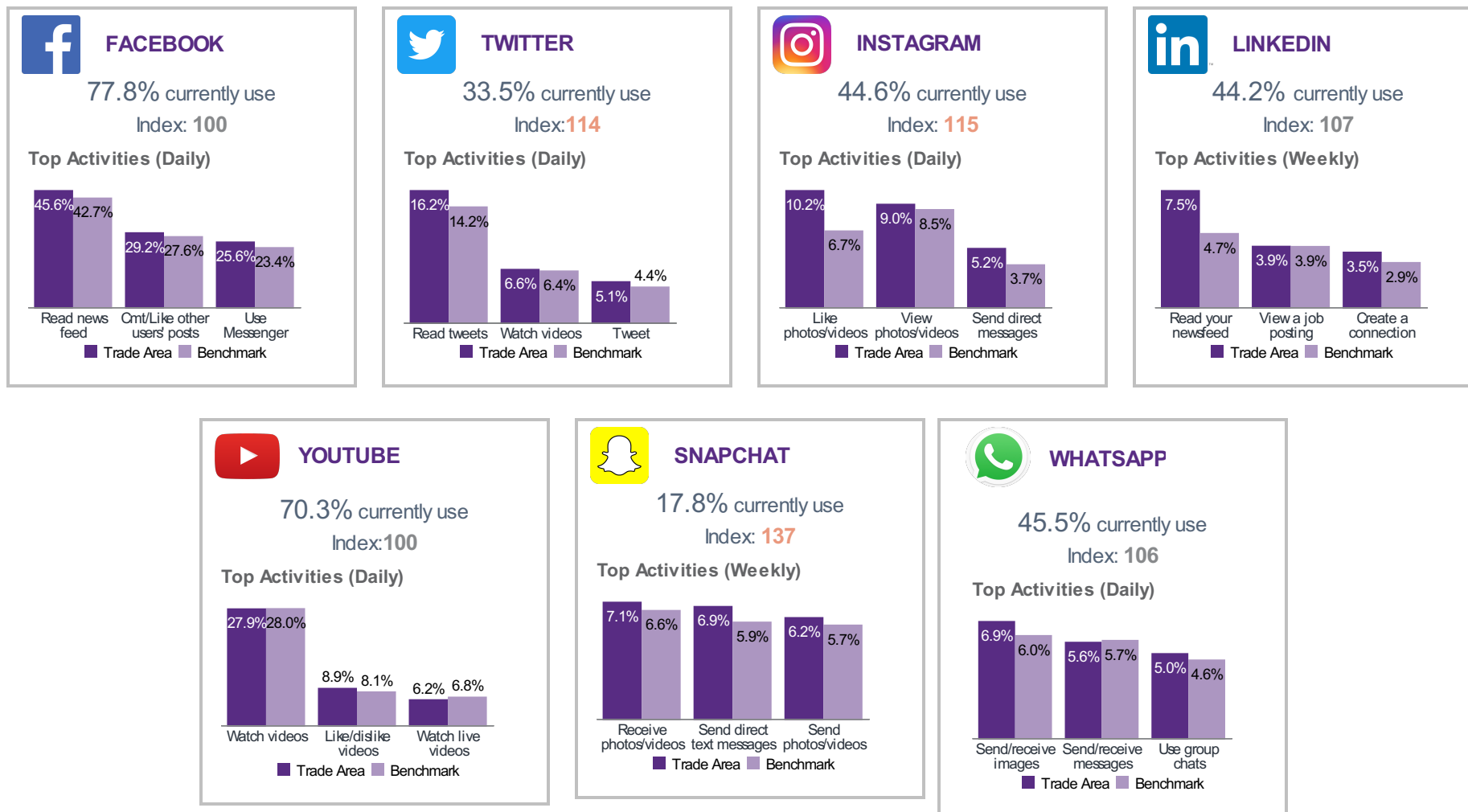
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Downtown Kingston

Household Population 18+: 13,411



Benchmark: Southern Ontario

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

Chosen and ranked by percent composition

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

Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Downtown Kingston

Household Population 18+: 13,411

FRIENDS IN ALL SM NETWORKS



31.2%

Index:88

0-49 friends

FREQUENCY OF USE (DAILY)



57.1%

Index:102

Facebook

BRAND INTERACTION



36.2%

Index:105

Like brand on Facebook

NO. OF BRANDS INTERACTED

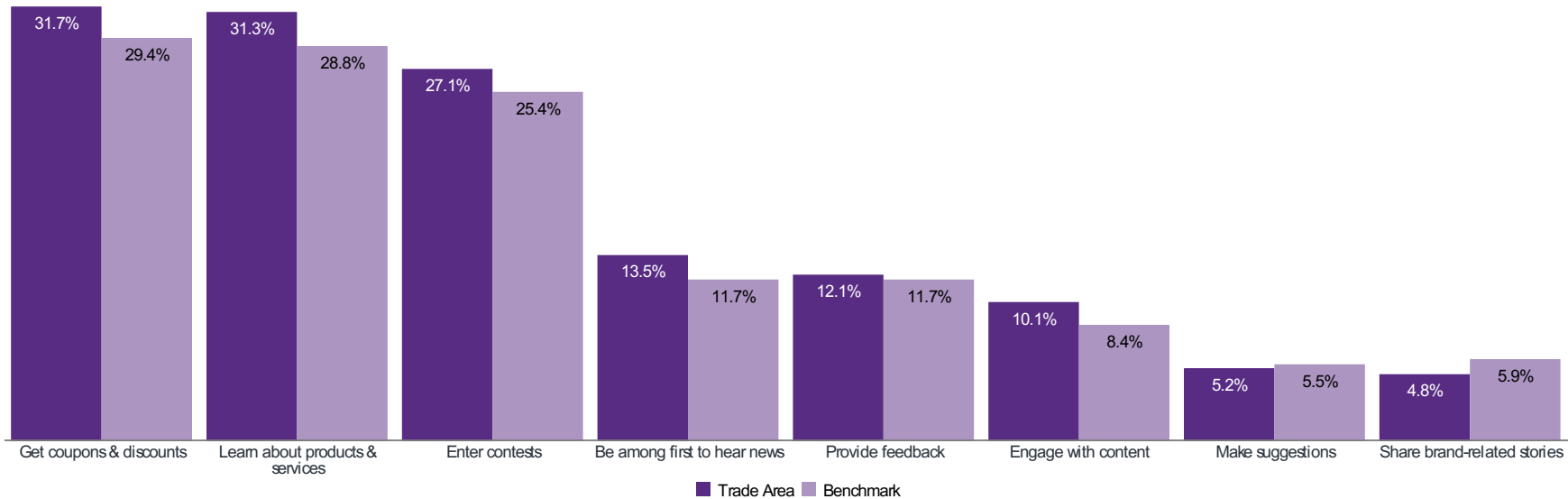


29.2%

Index:95

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

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Downtown Kingston

Total Household Population 18+:13,411



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

% Comp 84.5 Index 96



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

% Comp 47.5 Index 98



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

% Comp 79.8 Index 95



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

% Comp 36.9 Index 90



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

% Comp 56.1 Index 99



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

% Comp 27.0 Index 90

Benchmark: Southern Ontario

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Ranked by percent composition.

Index Colours: <80 80 - 110 110+

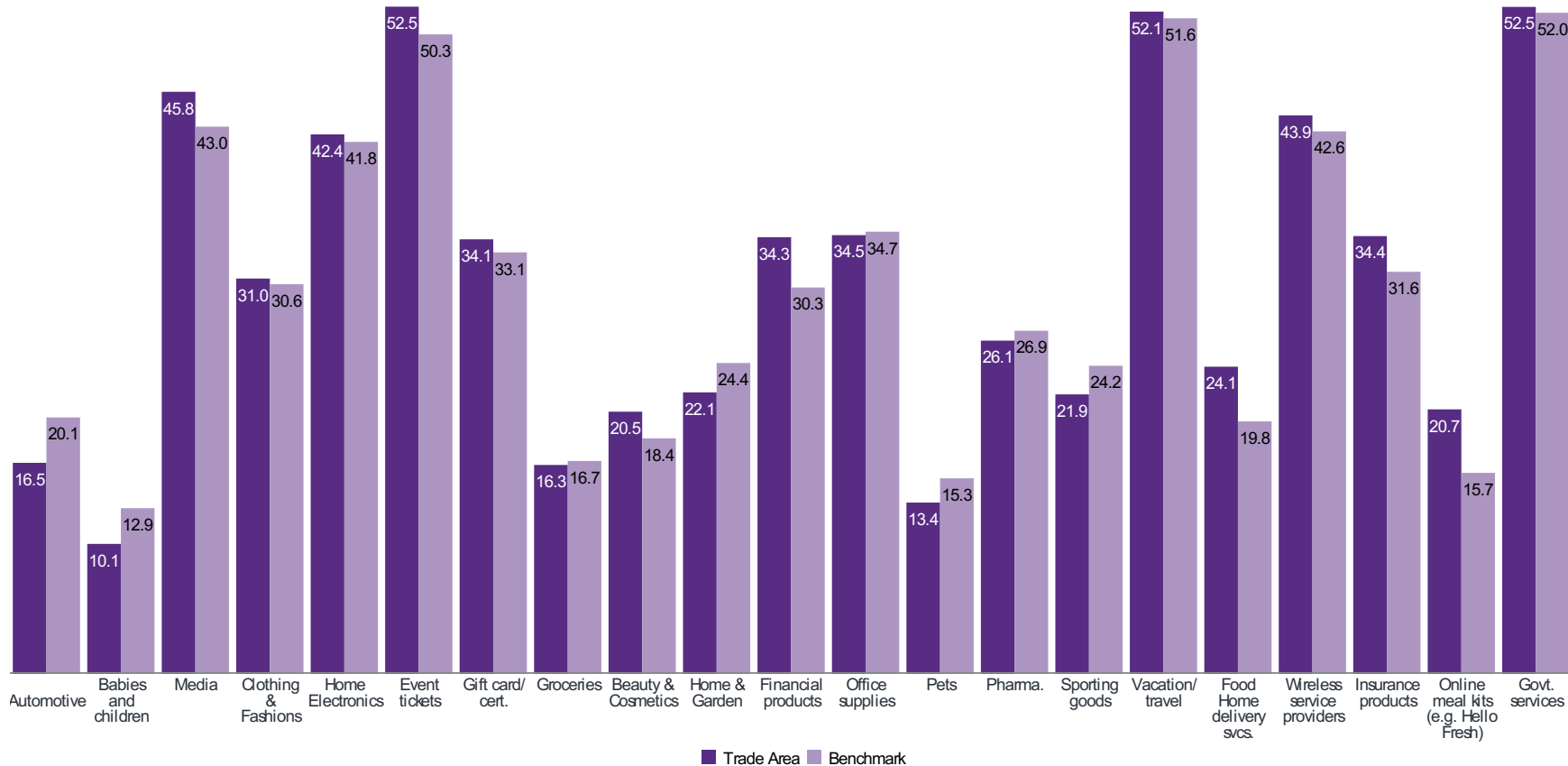
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Downtown Kingston

Total Household Population 18+: 13,411

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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

ENVIRONICS
ANALYTICS

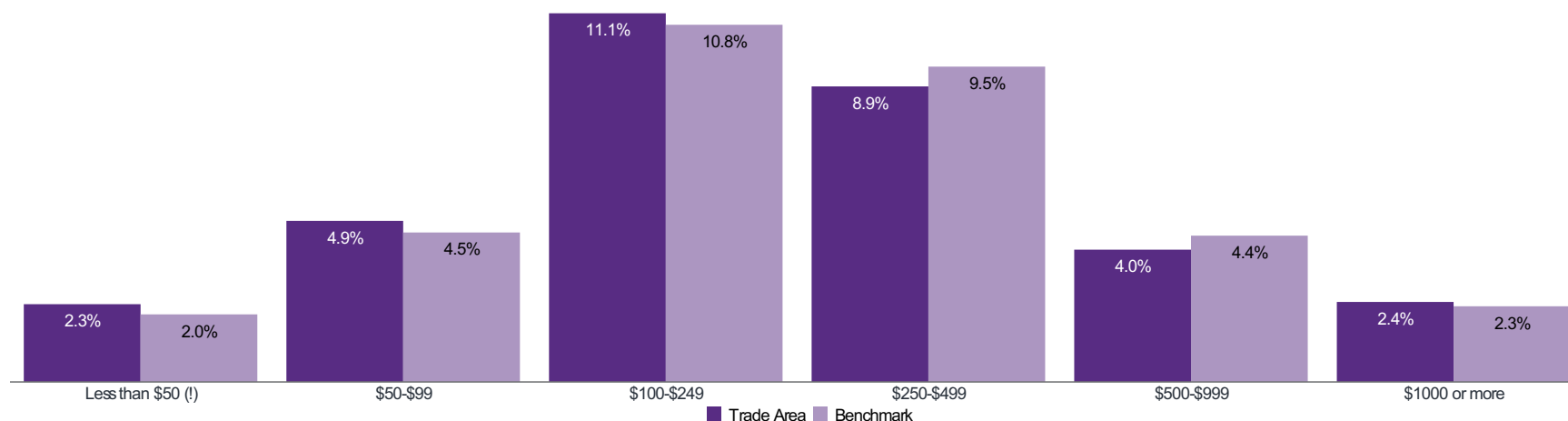
Trade Area: Kingston - Downtown Kingston

Total Household Population 18+: 13,411

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	63.5% Index:103	38.3% Index:104	15.7% Index:128	3.2% Index:102
Purchase preference	77.7% Index:103	31.0% Index:101	10.5% Index:107	2.5% Index:97
Customer Service	62.2% Index:101	19.2% Index:107	8.0% Index:139	20.3% Index:94

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

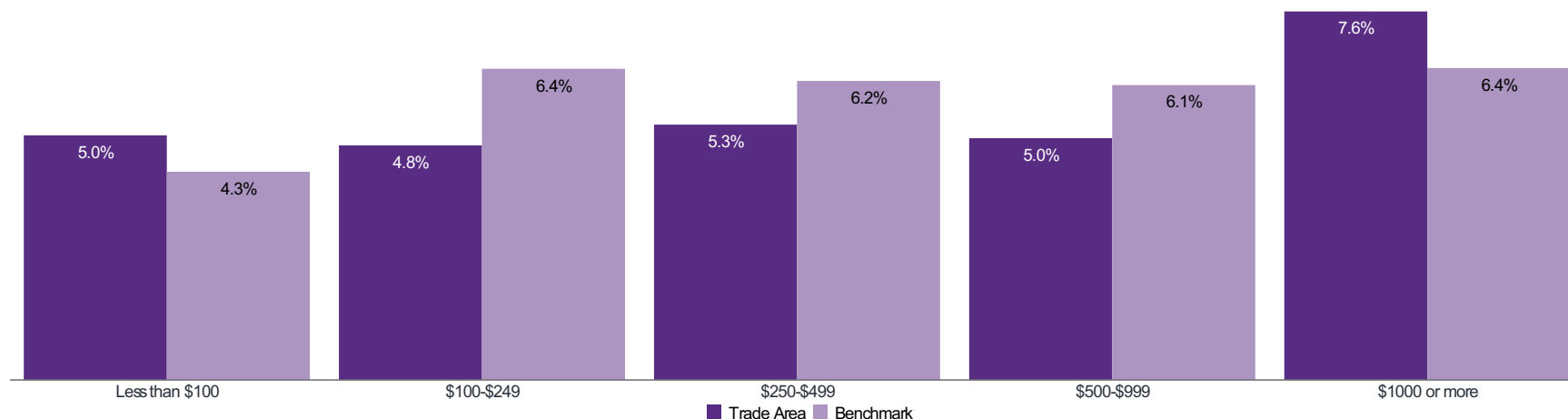
Trade Area: Kingston - Downtown Kingston

Total Household Population 18+: 13,411

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	50.8% Index: 101	55.7% Index: 102	16.9% Index: 109	8.5% Index: 103
Purchase preference	62.1% Index: 91	42.4% Index: 101	12.6% Index: 114	7.2% Index: 111
Customer Service	52.3% Index: 93	29.5% Index: 119	9.9% Index: 134	36.8% Index: 100

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours: <80 80 - 110 110+

Opticks eShopper | Gift Cards Deep Dive

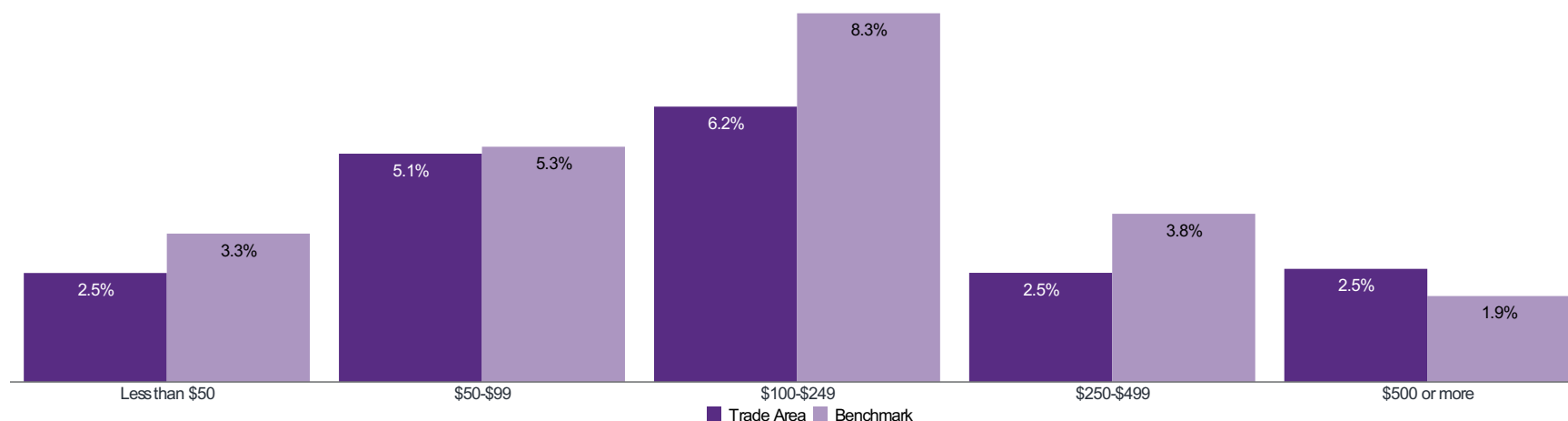
Trade Area: Kingston - Downtown Kingston

Total Household Population 18+: 13,411

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	46.1% Index:97	37.4% Index:106	12.1% Index:110	3.5% Index:98
Purchase preference	57.6% Index:96	34.1% Index:103	8.6% Index:99	3.2% Index:103
Customer Service	39.2% Index:92	24.0% Index:117	7.0% Index:116	25.9% Index:94

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

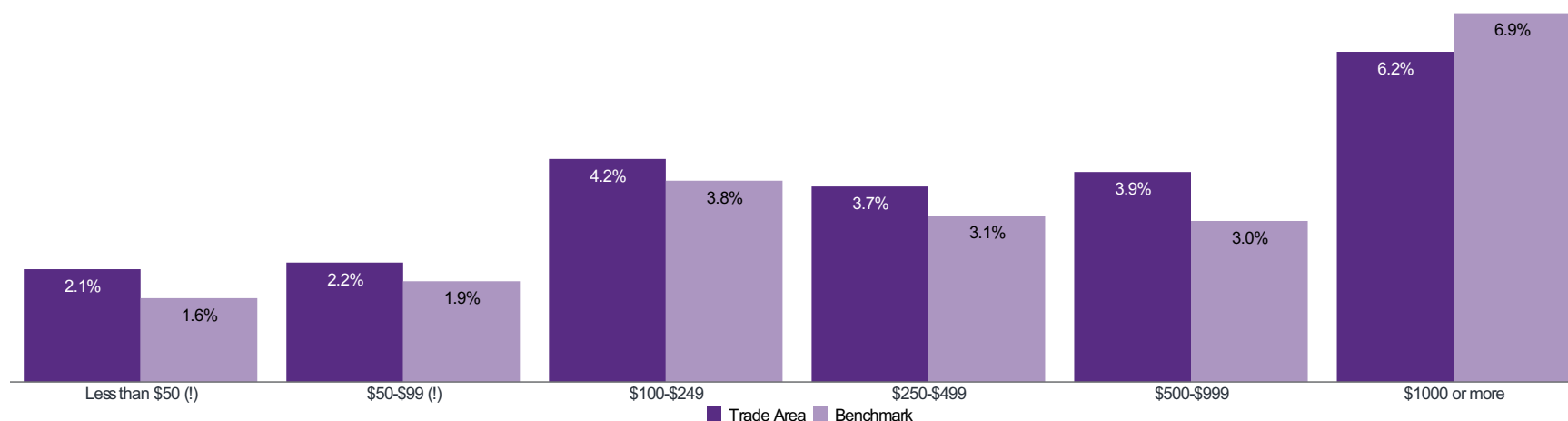
Trade Area: Kingston - Downtown Kingston

Total Household Population 18+: 13,411

BEHAVIOURAL PREFERENCES BY CHANNEL

 GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	69.7% Index:97	27.3% Index:111	11.3% Index:101	4.2% Index:156
Purchase preference	82.2% Index:99	16.3% Index:98	8.4% Index:135	3.1% Index:127
Customer Service	65.4% Index:94	13.9% Index:121	5.2% Index:131	21.5% Index:115

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

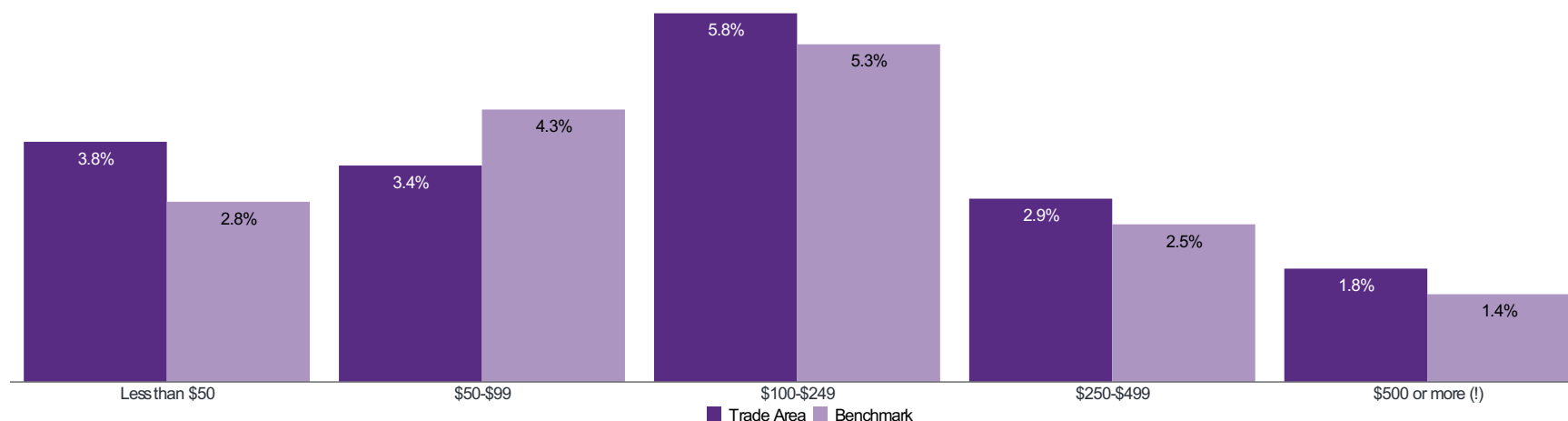
Trade Area: Kingston - Downtown Kingston

Total Household Population 18+: 13,411

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	38.9% Index: 110	26.0% Index: 118	9.4% Index: 115	2.6% Index: 93
Purchase preference	48.2% Index: 104	20.5% Index: 111	6.3% Index: 99	3.1% Index: 136
Customer Service	38.4% Index: 106	15.0% Index: 119	4.7% Index: 107	15.1% Index: 103

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

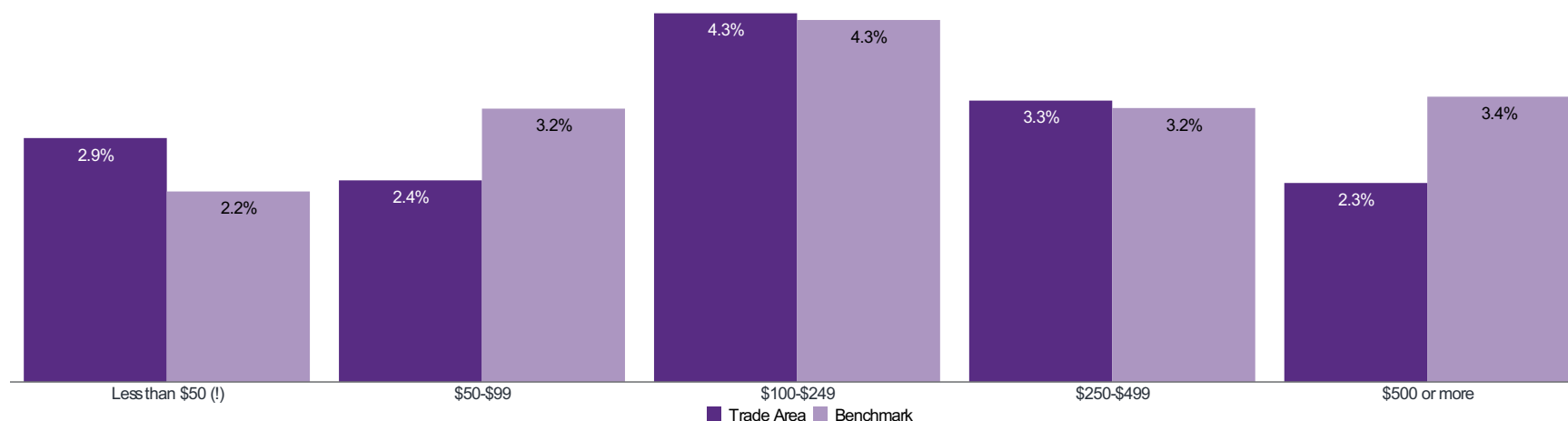
Trade Area: Kingston - Downtown Kingston

Total Household Population 18+: 13,411

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	46.5% Index:90	35.6% Index:94	11.0% Index:96	4.8% Index:83
Purchase preference	59.8% Index:88	22.1% Index:90	7.6% Index:109	3.3% Index:92
Customer Service	46.2% Index:86	20.2% Index:126	5.0% Index:104	19.9% 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+


Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

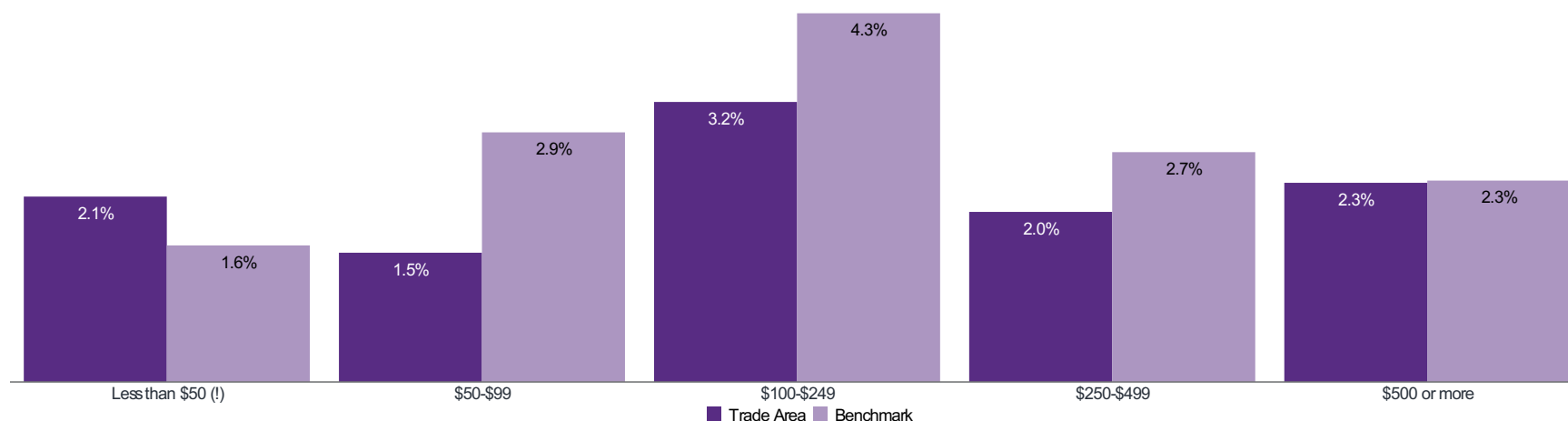
Trade Area: Kingston - Downtown Kingston

Total Household Population 18+: 13,411

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	39.4% Index:101	30.2% Index:94	10.9% Index:103	5.4% Index:137
Purchase preference	49.5% Index:95	21.9% Index:91	8.1% Index:108	3.6% Index:119
Customer Service	39.6% Index:95	16.8% Index:111	6.1% Index:119	18.4% 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+


Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

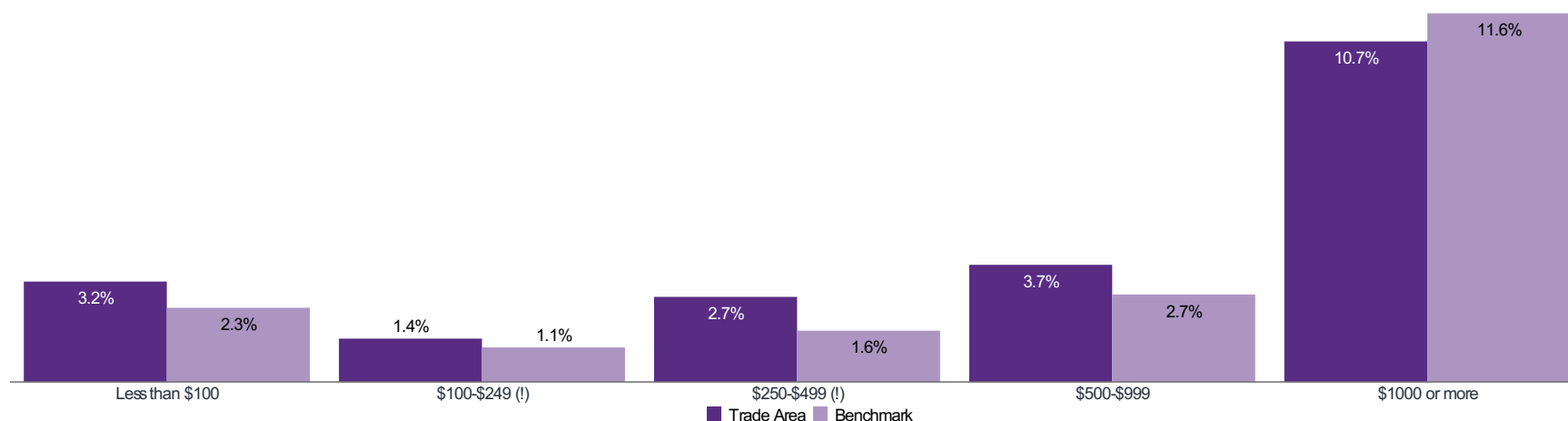
Trade Area: Kingston - Downtown Kingston

Total Household Population 18+: 13,411

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	18.9% Index:92	59.7% Index:103	17.2% Index:114	14.9% Index:93
Purchase preference	26.6% Index:92	52.1% Index:101	7.6% Index:108	14.3% Index:80
Customer Service	28.3% Index:97	30.9% Index:112	7.7% Index:112	43.1% 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+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Downtown Kingston

Households: 8,240

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark: Southern Ontario

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

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

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Index Colours:	<80	80 - 110	110+
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ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Downtown Kingston

Households: 8,240

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



66.2%

Index: 111

Easy to get in and get out quickly



44.1%

Index: 103

Organized layout makes it easy to shop



43.6%

Index: 105

Staff are friendly and knowledgeable



34.5%

Index: 102

Short checkout lines/fast checkout



33.9%

Index: 95

Has extended hours



25.4%

Index: 92

I like the store ambiance



22.3%

Index: 112

Has self-checkout



13.0%

Index: 95

Offers an online shopping option (!)



8.8%

Index: 99

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Downtown Kingston

Households:8,240

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



67.5%

Index:102

Store has great sales and promotions



63.1%

Index:94

Store has the lowest prices overall



58.3%

Index:101

Store has a customer loyalty card program



48.3%

Index:97

Has loyalty prog. app and offers pers. promos



28.3%

Index:97

I'm loyal to their store brands



22.6%

Index:98

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	43.3	40.2	0.2 108
Leave the store and buy it elsewhere	29.6	30.9	0.2 96
Purchase another brand	18.6	21.2	0.2 87
Purchase another size or variety of the same brand (!)	8.5	7.7	0.2 110

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 Kingston - Downtown Kingston 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%	322,691	100%	1.67%	100	401,417	100%	2.08%	100	248,743	100%	1.29%	100	250,326	100%	1.30%	100	552,416	100%	2.86%	100
3510010	Kingston, ON (CY)	110,501	0.57%	84,291	26.12%	76.28%	4563	84,767	21.12%	76.71%	3689	79,760	32.06%	72.18%	5601	79,739	31.85%	72.16%	5564	95,441	17.28%	86.37%	3018
3506008	Ottawa, ON (CV)	873,210	4.52%	28,222	8.75%	3.23%	193	35,897	8.94%	4.11%	198	18,069	7.26%	2.07%	161	18,800	7.51%	2.15%	166	56,595	10.24%	6.48%	226
3520005	Toronto, ON (C)	2,568,898	13.31%	25,564	7.92%	1.00%	60	38,084	9.49%	1.48%	71	17,723	7.13%	0.69%	54	14,000	5.59%	0.54%	42	53,975	9.77%	2.10%	73
3512005	Belleville, ON (CY)	45,448	0.24%	8,000	2.48%	17.60%	1053	9,041	2.25%	19.89%	957	6,162	2.48%	13.56%	1052	7,152	2.86%	15.74%	1214	14,344	2.60%	31.56%	1103
3510020	South Frontenac, ON (TP)	17,378	0.09%	11,663	3.61%	67.11%	4014	11,258	2.80%	64.78%	3115	9,614	3.86%	55.32%	4293	10,066	4.02%	57.92%	4466	12,285	2.22%	70.69%	2470
2466023	Montréal, QC (V)	1,493,156	7.74%	5,383	1.67%	0.36%	22	8,347	2.08%	0.56%	27	2,814	1.13%	0.19%	15	2,463	0.98%	0.16%	13	11,390	2.06%	0.76%	27
3511005	Loyalist, ON (TP)	14,203	0.07%	9,324	2.89%	65.64%	3927	9,771	2.43%	68.80%	3308	9,136	3.67%	64.32%	4991	8,453	3.38%	59.52%	4589	11,255	2.04%	79.25%	2769
3521005	Mississauga, ON (CY)	642,951	3.33%	5,463	1.69%	0.85%	51	6,742	1.68%	1.05%	50	3,198	1.29%	0.50%	39	2,574	1.03%	0.40%	31	11,101	2.01%	1.73%	60
3512015	Quinte West, ON (CY)	38,197	0.20%	6,696	2.07%	17.53%	1049	7,254	1.81%	18.99%	913	4,535	1.82%	11.87%	921	5,985	2.39%	15.67%	1208	11,077	2.01%	29.00%	1013
3507015	Brockville, ON (CY)	19,269	0.10%	5,912	1.83%	30.68%	1835	6,329	1.58%	32.84%	1579	4,922	1.98%	25.54%	1982	5,208	2.08%	27.03%	2084	9,359	1.69%	48.57%	1697

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Kingston - Downtown Kingston 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
13,711	10,340	75.4	9,658	70.4	10,448	76.2	10,328	75.3	12,875	93.9

2019 Kingston - Downtown Kingston 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	576,517	12,875	2.2	563,642	97.8

2020 Kingston - Downtown Kingston 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%	146,288	100%	0.76%	100	309,271	100%	1.60%	100	197,403	100%	1.02%	100	203,350	100%	1.05%	100	387,935	100%	2.01%	100
3510010	Kingston, ON (CY)	110,501	0.57%	67,920	46.43%	61.47%	8110	77,360	25.01%	70.01%	4369	74,575	37.78%	67.49%	6599	77,605	38.16%	70.23%	6666	89,390	23.04%	80.90%	4025
3520005	Toronto, ON (C)	2,568,898	13.31%	6,717	4.59%	0.26%	35	28,359	9.17%	1.10%	69	10,559	5.35%	0.41%	40	10,821	5.32%	0.42%	40	34,605	8.92%	1.35%	67
3506008	Ottawa, ON (CV)	873,210	4.52%	7,070	4.83%	0.81%	107	22,365	7.23%	2.56%	160	10,085	5.11%	1.15%	113	12,515	6.15%	1.43%	136	31,961	8.24%	3.66%	182
2466023	Montréal, QC (V)	1,493,156	7.74%	869	0.59%	0.06%	8	12,850	4.15%	0.86%	54	2,506	1.27%	0.17%	16	1,434	0.71%	0.10%	9	11,989	3.09%	0.80%	40
3510020	South Frontenac, ON (TP)	17,378	0.09%	7,588	5.19%	43.67%	5762	9,610	3.11%	55.30%	3452	9,918	5.02%	57.07%	5581	9,488	4.67%	54.60%	5183	11,334	2.92%	65.22%	3245
3512005	Belleville, ON (CY)	45,448	0.24%	3,177	2.17%	6.99%	922	6,340	2.05%	13.95%	871	5,356	2.71%	11.78%	1152	5,277	2.60%	11.61%	1102	9,719	2.51%	21.38%	1064
3511005	Loyalist, ON (TP)	14,203	0.07%	6,319	4.32%	44.49%	5871	7,932	2.56%	55.85%	3486	7,315	3.71%	51.50%	5036	8,100	3.98%	57.03%	5413	9,362	2.41%	65.92%	3280
3512015	Quinte West, ON (CY)	38,197	0.20%	2,410	1.65%	6.31%	832	5,285	1.71%	13.84%	863	4,801	2.43%	12.57%	1229	4,394	2.16%	11.50%	1092	8,712	2.25%	22.81%	1135
3521005	Mississauga, ON (CY)	642,951	3.33%	799	0.55%	0.12%	16	5,805	1.88%	0.90%	56	1,661	0.84%	0.26%	25	1,401	0.69%	0.22%	21	6,662	1.72%	1.04%	52
3511015	Greater Napanee, ON (T)	13,617	0.07%	2,680	1.83%	19.68%	2597	5,070	1.64%	37.23%	2324	5,241	2.65%	38.49%	3763	4,243	2.09%	31.16%	2958	6,633	1.71%	48.71%	2424

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Kingston - Downtown Kingston 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
13,711	8,942	65.2	8,255	60.2	11,500	83.9	10,659	77.7	13,361	97.4

2020 Kingston - Downtown Kingston 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	395,930	13,361	3.4	382,569	96.6

2021 Kingston - Downtown Kingston 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%	176,271	100%	0.91%	100	456,416	100%	2.36%	100	295,427	100%	1.53%	100	195,423	100%	1.01%	100	542,137	100%	2.81%	100
3510010	Kingston, ON (CY)	110,501	0.57%	64,477	36.58%	58.35%	6390	79,088	17.33%	71.57%	3027	81,736	27.67%	73.97%	4833	77,282	39.55%	69.94%	6908	89,957	16.59%	81.41%	2899
3520005	Toronto, ON (C)	2,568,898	13.31%	11,457	6.50%	0.45%	49	56,590	12.40%	2.20%	93	26,417	8.94%	1.03%	67	8,692	4.45%	0.34%	33	63,510	11.71%	2.47%	88
3506008	Ottawa, ON (CV)	873,210	4.52%	9,953	5.65%	1.14%	125	36,854	8.07%	4.22%	178	24,337	8.24%	2.79%	182	9,524	4.87%	1.09%	108	47,942	8.84%	5.49%	195
2466023	Montréal, QC (V)	1,493,156	7.74%	3,132	1.78%	0.21%	23	16,234	3.56%	1.09%	46	6,661	2.25%	0.45%	29	2,011	1.03%	0.13%	13	18,729	3.45%	1.25%	45
3521005	Mississauga, ON (CY)	642,951	3.33%	2,103	1.19%	0.33%	36	11,097	2.43%	1.73%	73	4,035	1.37%	0.63%	41	1,549	0.79%	0.24%	24	13,154	2.43%	2.05%	73
3510020	South Frontenac, ON (TP)	17,378	0.09%	7,839	4.45%	45.11%	4940	11,535	2.53%	66.37%	2807	10,879	3.68%	62.60%	4090	10,264	5.25%	59.06%	5834	11,387	2.10%	65.52%	2333
3512005	Belleville, ON (CY)	45,448	0.24%	3,694	2.10%	8.13%	890	8,382	1.84%	18.44%	780	7,180	2.43%	15.80%	1032	5,264	2.69%	11.58%	1144	11,098	2.05%	24.42%	869
3512015	Quinte West, ON (CY)	38,197	0.20%	2,989	1.70%	7.83%	857	8,357	1.83%	21.88%	925	6,526	2.21%	17.09%	1116	4,718	2.41%	12.35%	1220	10,802	1.99%	28.28%	1007
3521010	Brampton, ON (CY)	596,084	3.09%	1,657	0.94%	0.28%	30	8,736	1.91%	1.47%	62	3,213	1.09%	0.54%	35	1,510	0.77%	0.25%	25	10,011	1.85%	1.68%	60
3511005	Loyalist, ON (TP)	14,203	0.07%	6,279	3.56%	44.21%	4841	8,678	1.90%	61.10%	2584	7,956	2.69%	56.01%	3660	7,381	3.78%	51.97%	5133	9,503	1.75%	66.91%	2382

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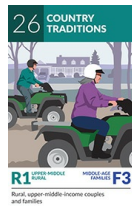
2021 Kingston - Downtown Kingston Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

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
13,711	9,577	69.8	9,018	65.8	13,593	99.1	12,091	88.2	15,147	110.5

2021 Kingston - Downtown Kingston 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	561,470	15,147	2.7	546,322	97.3

Top 5 segments represent **30.4%** of customers in Southern Ontario



Rank: 1
Customers: 30,524
Customers %: 7.96
% in Benchmark: 4.89
Index: 163

The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. The mostly middle-aged and older couples and families work at well-paying blue-collar and service sector jobs, earning upper-middle incomes in the low six figures. Most own a home built after 1980—nearly 95 percent live in a single-detached house—and a sturdy, large pickup is a necessity for their backcountry commutes to work. With half the maintainers over 55, Country Traditions households are split between couples and families with children of all ages. Despite their rural settings, only 3 percent work in agriculture—still 30 percent above average—while many more work in fields like construction, health care, social services and public administration. Nevertheless, Country Traditions members have deep roots in the land: nearly 80 percent are third-plus-generation Canadians. And these rural families enjoy old-fashioned pursuits like gardening, boating and swimming. Proclaiming that life in the country is far more satisfying than life in the city, they prefer to identify with their local communities and Canada than as citizens of the world (National Pride).



Rank: 2
Customers: 23,873
Customers %: 6.23
% in Benchmark: 2.91
Index: 214

The largest PRIZM segment with nearly 400,000 households, Down to Earth consists of older couples and families found in rural communities across the country. Eight out of ten adults are homeowners, typically living in modest, single-detached homes built before 1990. The majority of maintainers are over 55 years old. Most Down to Earth households earn average incomes from a mix of blue-collar in agriculture, construction and the trades. And while the most common family type is empty-nesting couples, more than a third of households contain couples with kids of all ages. What these rural folks share is a tradition-bound lifestyle: more than 80 percent of households are third-plus-generation Canadians and a significant percentage start their day with early-morning chores. As in other rural communities, Down to Earth residents spend their leisure time close to home and nature, enjoying sewing, knitting, bird-watching and snowmobiling. Their yards often have a small collection of trucks, cars, boats, ATVs and RVs; status is expressed in the size of their pickup. And many are strong on the value of Fulfillment Through Work, believing that one's work should be useful to others.



Rank: 3
Customers: 22,162
Customers %: 5.78
% in Benchmark: 2.82
Index: 205

Boomer Bliss consists of older couples and families found in suburban neighbourhoods throughout the country surrounding large cities like Vancouver, Hamilton, St. Catharines and Victoria. Nearly two-thirds of maintainers are over 55 years old, and households include both retirees and those still in the labour force. With their university and college educations, those still employed hold white-collar positions in management, education, health and government services. Their upper-middle-class incomes—about 35 percent above average—allow them to own comfortable single-detached houses built between 1960 and 2000. Many of the adults are longtime residents who have paid off their mortgages and show little interest in leaving their now-empty nests. Like other suburbanites, they score high for owning an SUV, though in this segment it's more likely to be an imported luxury model. Boomer Bliss members take advantage of their proximity to both city centres and small towns, enjoying the arts—including theatre productions, art galleries and rock and country music concerts—and outdoor activities like golfing and fishing. Financially comfortable, they feel secure in their suburban communities filled with like-minded second- and third-generation Canadians, and they score low for Penchant for Risk.



Rank: 4
Customers: 20,792
Customers %: 5.42
% in Benchmark: 4.68
Index: 116

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: 5
Customers: 19,167
Customers %: 5.00
% in Benchmark: 2.12
Index: 236

Scenic Retirement exemplifies one of Canada's dominant demographic trends: the aging population. Many of this segment's residents live in retirement communities like Niagara-on-the-Lake, Duncan and Parksville. With more than two-thirds of household maintainers over 55 years old, the segment features mature married couples and singles living in the suburban neighbourhoods of smaller cities popular with seniors. Nearly one in ten households contains a widowed individual. Most members live in midscale, single-detached houses—the average dwelling value is \$450,000—but one-quarter own a condo. Though only half are still in the labour force, average household incomes here are more than \$100,000, earned from a variety of blue-collar and service sector jobs as well as pensions and government transfers. These financially comfortable households pursue leisure-intensive lifestyles. They stay physically active by playing golf, fitness walking and gardening. They like to keep up with trends by attending exhibitions covering RVs, crafts and homes. These third-plus generation Canadians are mindful of the future and want to leave a Legacy, whether for their families or society.