

Community Profile: Kingston – Inner Harbour/Williamsville

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

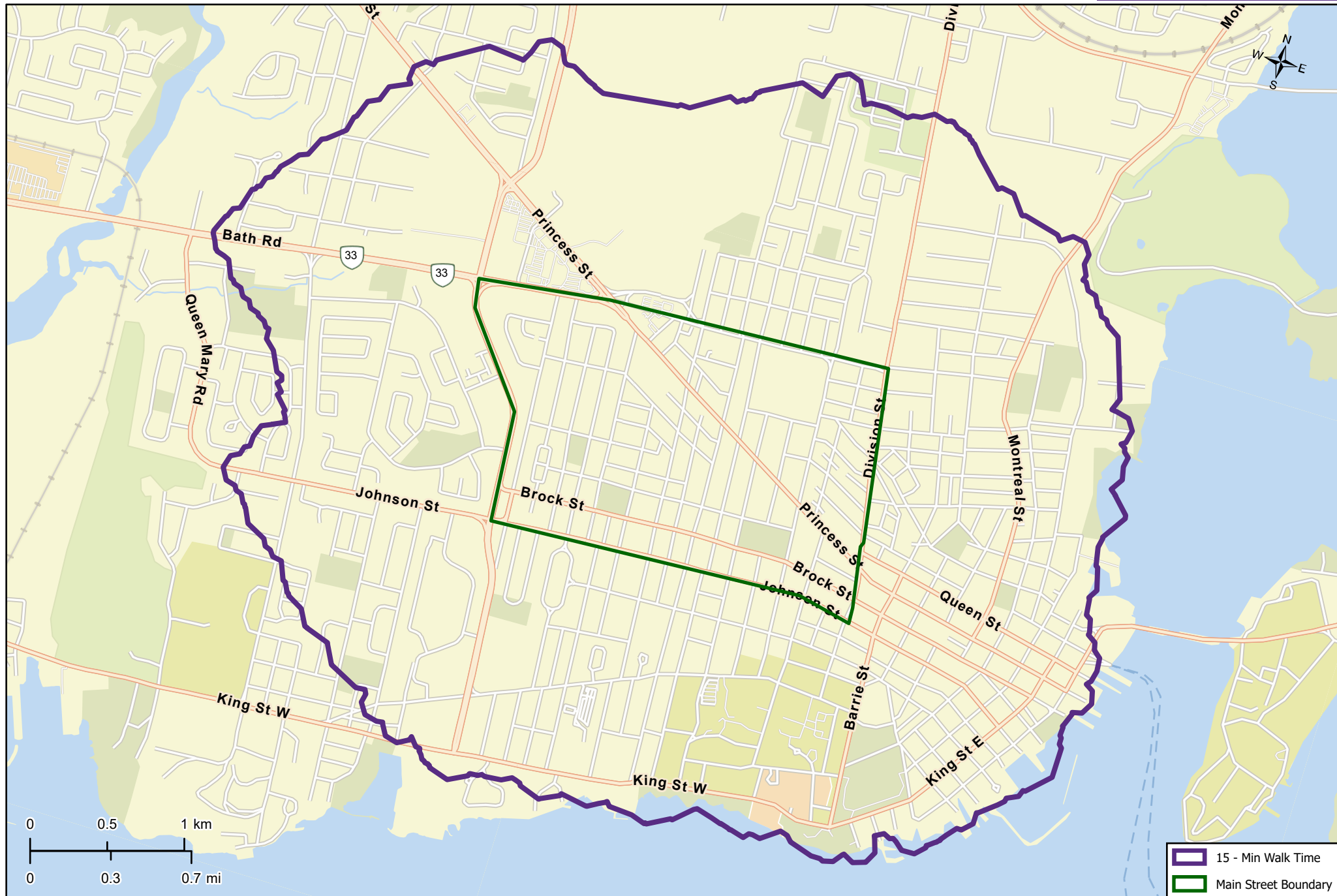
Confidential

Date: February 10, 2022

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Kingston - Inner Harbour - Williamsville
Main Street Boundary and Trade Area



2022-01-12 12:46 PM

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Kingston - Inner Harbour/Williamsville

POPULATION

33,696

HOUSEHOLDS

17,552

MEDIAN MAINTAINER AGE

46

Index: 84

MARITAL STATUS



40.3%

Index: 70

Married/Common-Law

FAMILY STATUS*

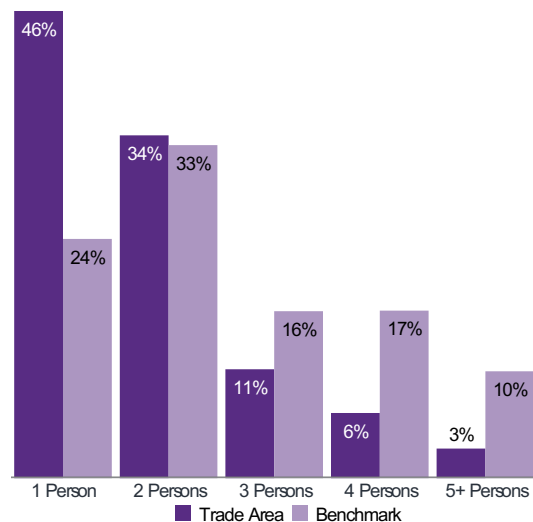


41.7%

Index: 150

Single (Never Legally Married)

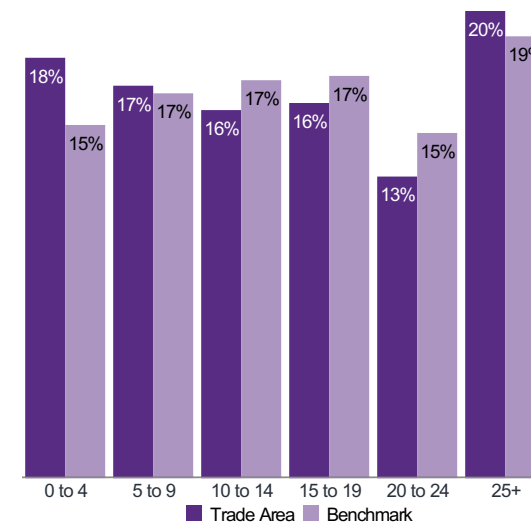
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	1,151	3.4	68
5 to 9	1,021	3.0	56
10 to 14	991	2.9	52
15 to 19	1,298	3.9	65
20 to 24	4,044	12.0	180
25 to 29	4,463	13.2	189
30 to 34	3,166	9.4	141
35 to 39	2,296	6.8	105
40 to 44	1,629	4.8	78
45 to 49	1,383	4.1	65
50 to 54	1,639	4.9	74
55 to 59	2,064	6.1	84
60 to 64	1,989	5.9	88
65 to 69	1,795	5.3	94
70 to 74	1,552	4.6	96
75 to 79	1,150	3.4	103
80 to 84	870	2.6	118
85+	1,192	3.5	160

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

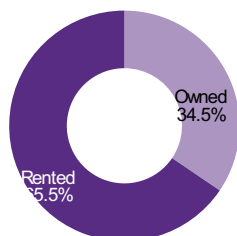
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Inner Harbour/Williamsville

Population: 33,696 | Households: 17,552

TENURE



STRUCTURE TYPE



Houses

36.7%

Index: 47



Apartments

62.9%

Index: 285

AGE OF HOUSING*

60+ Years Old

% Comp: 41.8 Index: 202

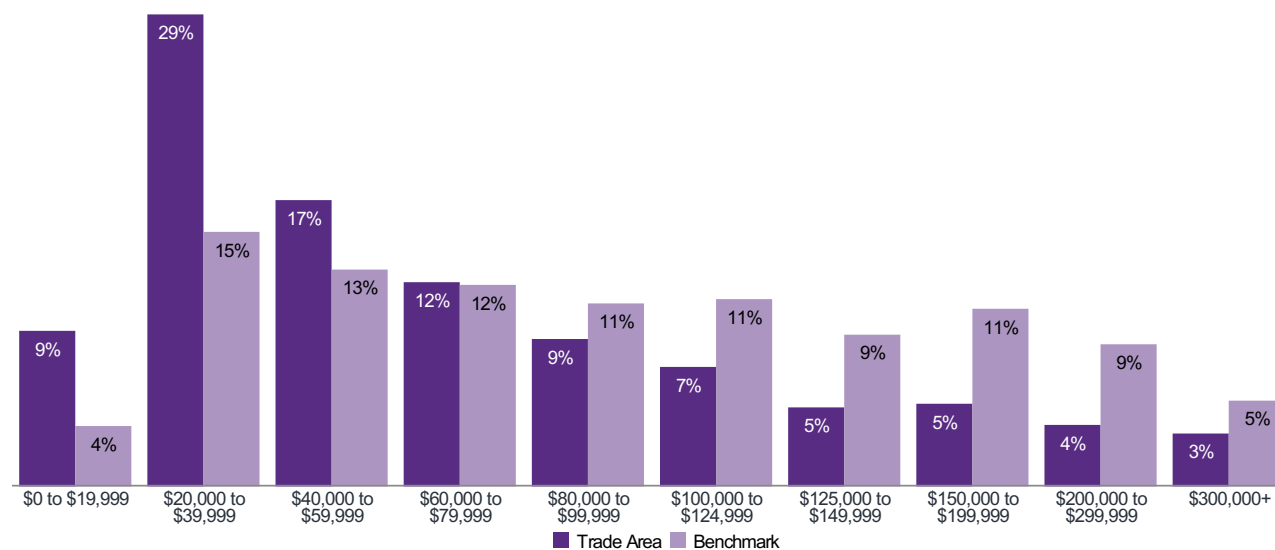
AVERAGE HOUSEHOLD INCOME



\$78,985

Index: 69

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Inner Harbour/Williamsville

Population: 33,696 | Households: 17,552

EDUCATION



40.2%

Index:151

University Degree

LABOUR FORCE PARTICIPATION



60.4%

Index:93

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



17.9%

Index:49

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

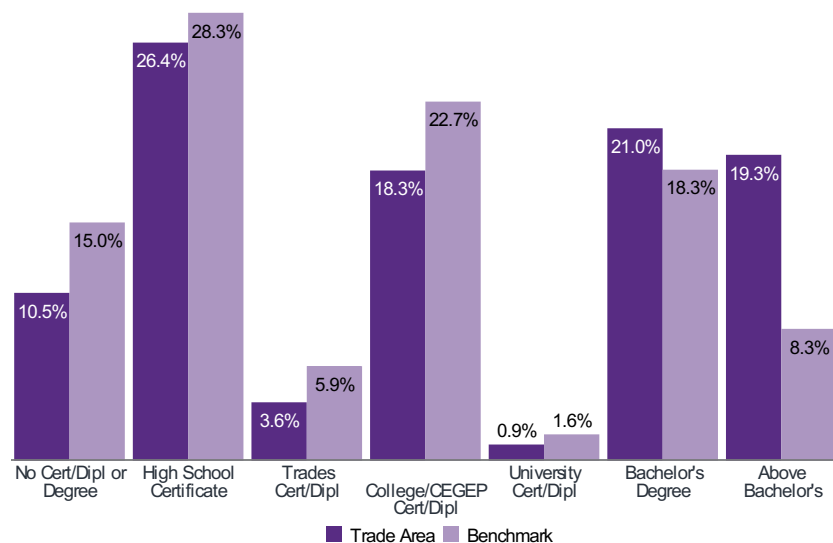


11.8%

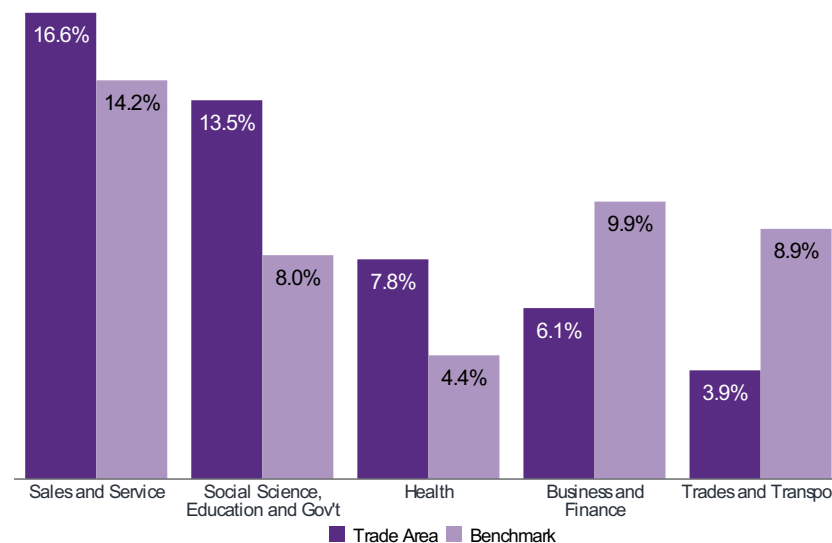
Index:594

Travel to work by **Walking**

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 - Inner Harbour/Williamsville

Population: 33,696 | Households: 17,552

ABORIGINAL IDENTITY



3.6%

Index:151

VISIBLE MINORITY PRESENCE



14.3%

Index:49

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



0.7%

Index:33

No knowledge of
English or French

IMMIGRATION



13.8%

Index:52

Born outside Canada

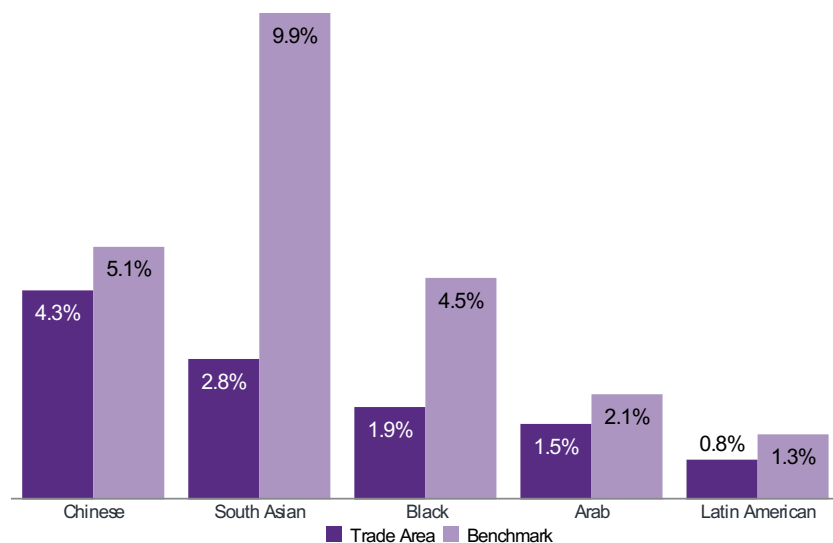
PERIOD OF IMMIGRATION*

Before 2001

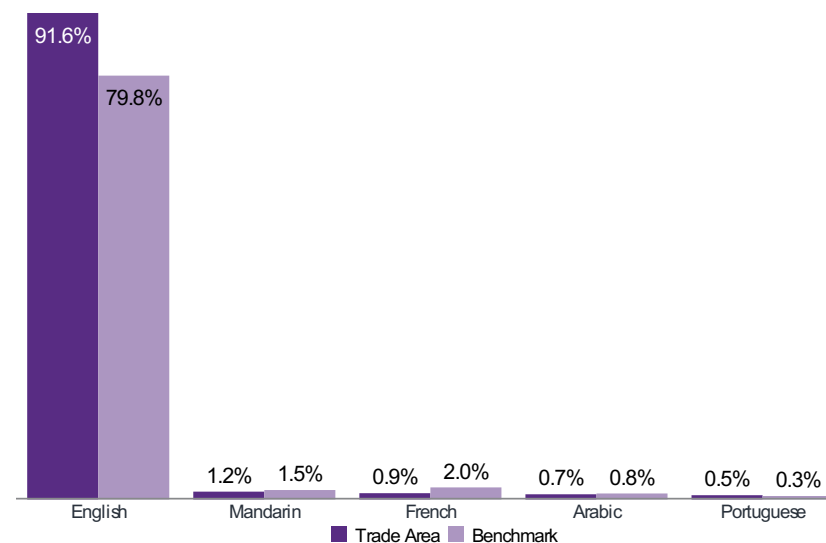
8.2%

Index:58

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark:Southern Ontario

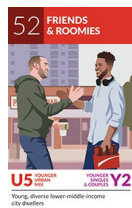
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Top 5 segments represent **66.5%** of households in Kingston - Inner Harbour/Williamsville



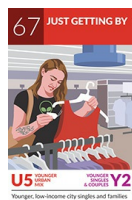
Rank: 1
Hhlds: 3,222
Hhld %: 18.36
% in Benchmark: 2.06
Index: 893

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: 2,997
Hhld %: 17.07
% in Benchmark: 3.77
Index: 453

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



Rank: 3
Hhlds: 2,541
Hhld %: 14.48
% in Benchmark: 3.49
Index: 415

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: 4
Hhlds: 1,537
Hhld %: 8.76
% in Benchmark: 1.81
Index: 484

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: 1,381
Hhld %: 7.87
% in Benchmark: 1.30
Index: 604

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 - Inner Harbour/Williamsville



Strong Values

Values	Index
Ethical Consumerism	119
Financial Concern Regarding the Future	119
Aversion to Complexity	118
Ecological Concern	118
Flexible Families	118
Rejection of Inequality	118
Primacy of Environmental Protection	117
Introspection & Empathy	114
Culture Sampling	110
Fulfillment Through Work	110



Descriptions | Top 3 Strong Values

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.

Financial Concern Regarding the Future

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

Aversion to Complexity

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



Weak Values

Values	Index
Religiosity	82
Social Darwinism	84
Consumption Evangelism	85
Traditional Family	86
Legacy	87
Sexism	87
Primacy of the Family	88
Ostentatious Consumption	89
Adaptability to Complexity	90
Advertising as Stimulus	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

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Inner Harbour/Williamsville

WealthScapes Households: 17,482

INCOME*

Household Income

\$ 79,531

Index: **69**

Household Disposable Income

\$ 63,335

Index: **69**

Household Discretionary Income

\$ 43,793

Index: **68**

Annual RRSP Contributions

\$ 1,740

Index: **49**

WEALTH*



Net Worth

% Holders

99.1% Index: **99**

Balance

\$507,743

Index: **69**

ASSETS*



Savings

% Holders

94.0% Index: **99**

Balance

\$74,698

Index: **98**



Investments

% Holders

51.0% Index: **85**

Balance

\$373,083

Index: **111**



Unlisted Shares

% Holders

12.0% Index: **97**

Balance

\$370,510

Index: **116**



Real Estate

% Holders

37.9% Index: **50**

Balance

\$578,354

Index: **77**



Liquid Assets

% Holders

97.0% Index: **99**

Balance

\$320,437

Index: **97**

DEBT*



Consumer Debt

% Holders

86.6% Index: **95**

Balance

\$31,840

Index: **48**



Mortgage Debt

% Holders

19.0% Index: **41**

Balance

\$228,521

Index: **77**

FINANCIAL RATIO



Debt:Asset

% Holders

0.12% Index: **58**

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 - Inner Harbour/Williamsville

WealthScapes Households: 17,482

FINANCIAL RATIOS*



Debt: Asset

0.12

Index: 58



Debt: Liquid Assets

0.23

Index: 37



Consumer Debt - Discr. Income

0.63

Index: 67



Savings - Investments

0.63

Index: 105



Pension - Non-Pension Assets

0.34

Index: 158



Real Estate Assets - Liq. Assets

0.71

Index: 40



Mortgage - Real Estate Assets

0.20

Index: 81



Mortgage - Consumer Debt

1.57

Index: 68

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Inner Harbour/Williamsville

Households: 17,552

Total Aggregate Current Consumption: \$1,012,353,135

Average Current Consumption

\$57,677

Index **71**

Average Household Income










\$79,222

Index **69**

Average Disposable Income

\$62,429

Index **70**

 <p>Shelter</p> <p>Avg. Dollars/Household \$16,982 Index 81</p> <p>Pct. of Total Expenditure 29.4% Index 114</p>	 <p>Food</p> <p>Avg. Dollars/Household \$8,206 Index 64</p> <p>Pct. of Total Expenditure 14.2% Index 91</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$7,406 Index 54</p> <p>Pct. of Total Expenditure 12.8% Index 76</p>
 <p>Health Care</p> <p>Avg. Dollars/Household \$4,785 Index 87</p> <p>Pct. of Total Expenditure 8.3% Index 124</p>	 <p>Household Operation</p> <p>Avg. Dollars/Household \$3,604 Index 63</p> <p>Pct. of Total Expenditure 6.2% Index 89</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$3,195 Index 67</p> <p>Pct. of Total Expenditure 5.5% Index 95</p>
 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$2,820 Index 71</p> <p>Pct. of Total Expenditure 4.9% Index 100</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$2,775 Index 78</p> <p>Pct. of Total Expenditure 4.8% Index 111</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$2,578 Index 78</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 - Inner Harbour/Williamsville

Households: 17,552

Average Household Income

\$79,222

Index: 69

Average Food Expenditure

\$8,206

Index: 64

Average Spend on Food from Restaurants

\$3,372









Index: 84

Average Spend on Food from Stores

\$4,834

Index: 55

Total Aggregate Food Expenditure: \$ 144,028,701

 Bakery Avg. Dollars/Household \$510 Index: 58 Pct. of Total Expenditure 10.5% Index: 106		 Cereal Products Avg. Dollars/Household \$319 Index: 62 Pct. of Total Expenditure 6.6% Index: 113		 Fruit and nuts Avg. Dollars/Household \$576 Index: 53 Pct. of Total Expenditure 11.9% Index: 95	
 Vegetables Avg. Dollars/Household \$523 Index: 57 Pct. of Total Expenditure 10.8% Index: 102		 Dairy products & Eggs Avg. Dollars/Household \$718 Index: 56 Pct. of Total Expenditure 14.9% Index: 102		 Meat Avg. Dollars/Household \$783 Index: 50 Pct. of Total Expenditure 16.2% Index: 90	
 Fish & Seafood Avg. Dollars/Household \$97 Index: 33 Pct. of Total Expenditure 2.0% Index: 60		 Beverages & Other Food Avg. Dollars/Household \$1,309 Index: 59 Pct. of Total Expenditure 27.1% Index: 107			

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 - Inner Harbour/Williamsville

Household Population 14+: 29,832

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	17.1	11.0	156
Going to restaurants, bars or night clubs	54.1	55.1	98
Having physical Contact with family and friends	59.3	57.7	103
Participating in group activities	39.5	38.7	102
Partying	18.7	15.8	119
Seeing family and friends in person	64.0	62.8	102
Entertainment			
Attending events, festivals or concerts	41.7	42.9	97
Attending sports events (excludes professional sports)	16.5	18.2	91
Attending to professional sports events or games	24.7	25.4	97
Going to the movies	45.9	45.7	100
Movement & Travel			
Driving more	14.5	16.1	90
Shopping in-store	41.7	42.9	97
Spending time outdoors	34.2	32.5	105
Travelling outside of Canada/ abroad	49.0	53.2	92
Travelling within Canada	47.5	49.9	95
Using public transit	13.3	13.7	97
Personal			
Getting back to old habits	36.2	36.2	100
Going to a salon, barber shop or spa	32.6	33.7	97
Going to the gym	21.0	22.6	93
Education/Work			
Children going back to school	15.8	20.3	78
Going back to work	19.2	17.6	109
Other			
Not Stated	0.4	0.6	69

Benchmark: Southern Ontario

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(Base used for Index calculations)

Index Colours: <80 80 - 110 110+

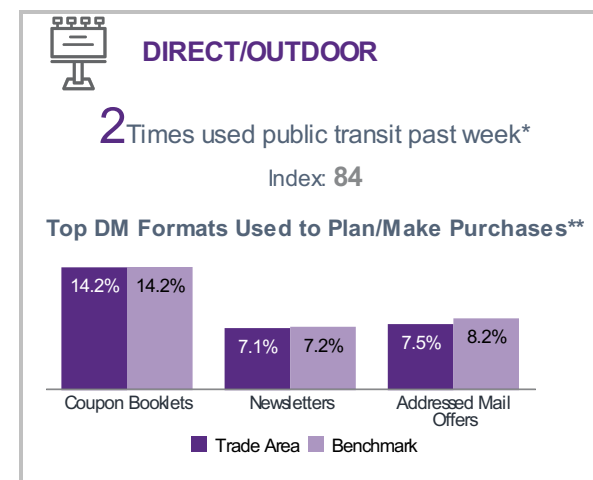
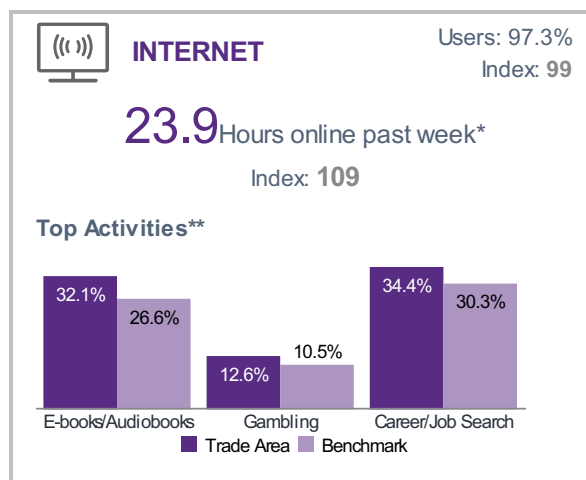
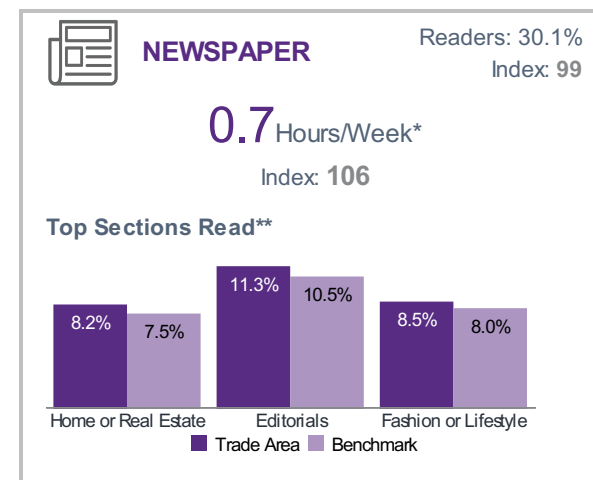
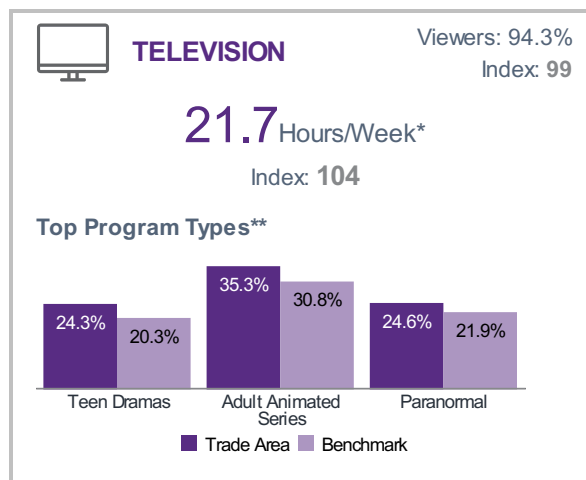
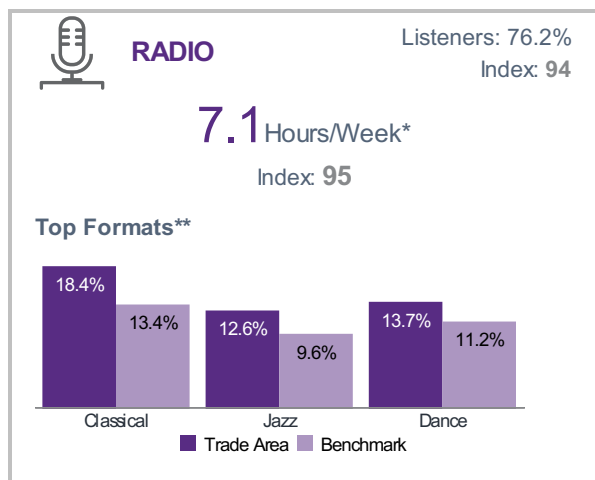
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Inner Harbour/Williamsville

Household Population 14+: 29,832



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

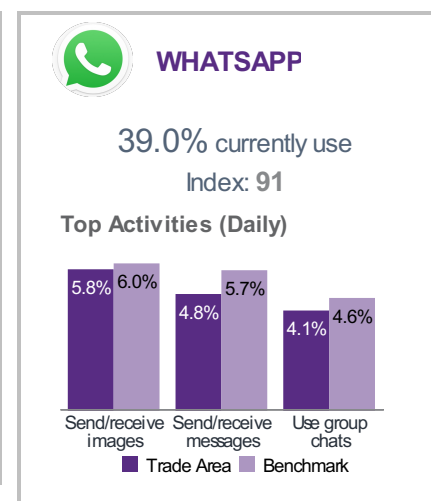
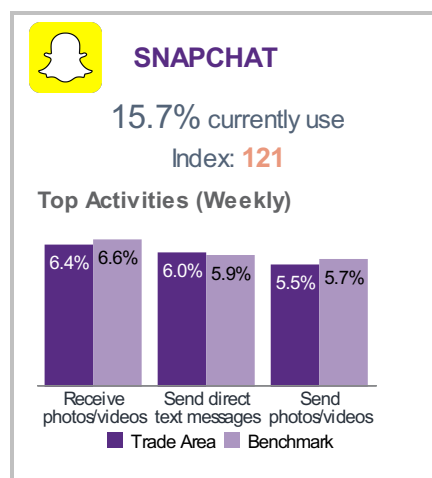
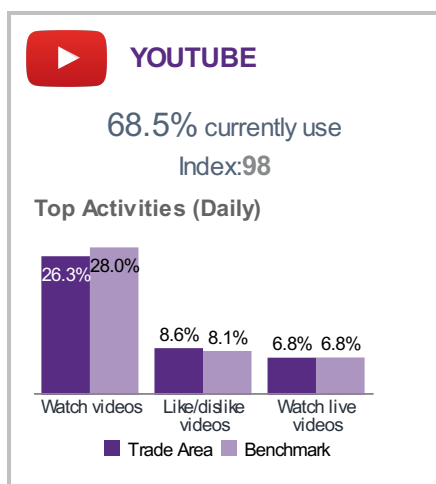
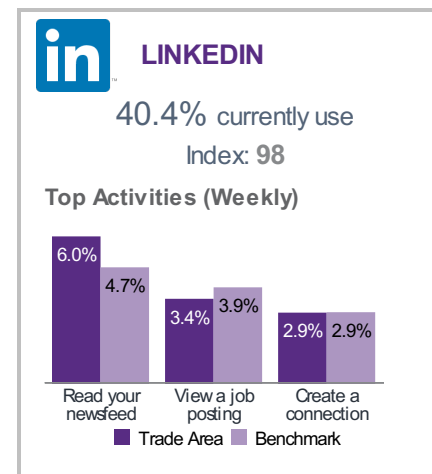
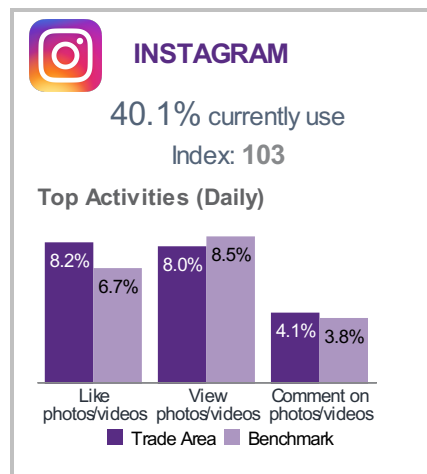
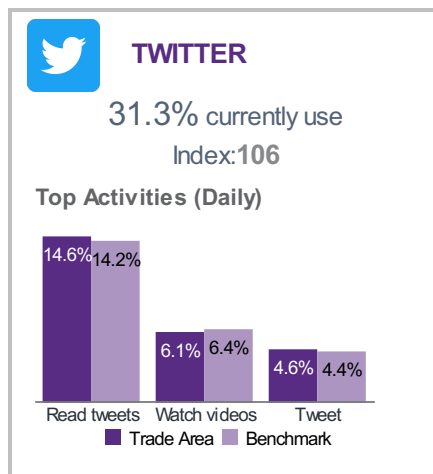
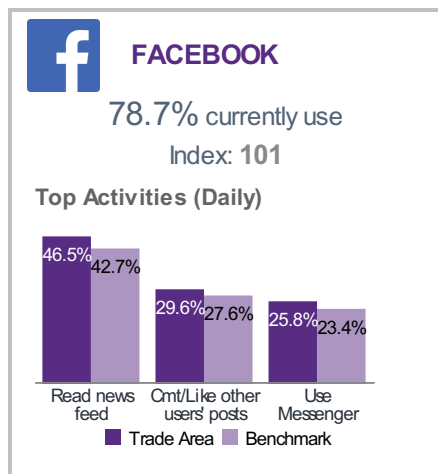
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Inner Harbour/Williamsville

Household Population 18+: 28,940



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Inner Harbour/Williamsville

Household Population 18+: 28,940

FRIENDS IN ALL SM NETWORKS



35.2%

Index:99

0-49 friends

FREQUENCY OF USE (DAILY)



58.9%

Index:105

Facebook

BRAND INTERACTION



35.3%

Index:103

Like brand on Facebook

NO. OF BRANDS INTERACTED

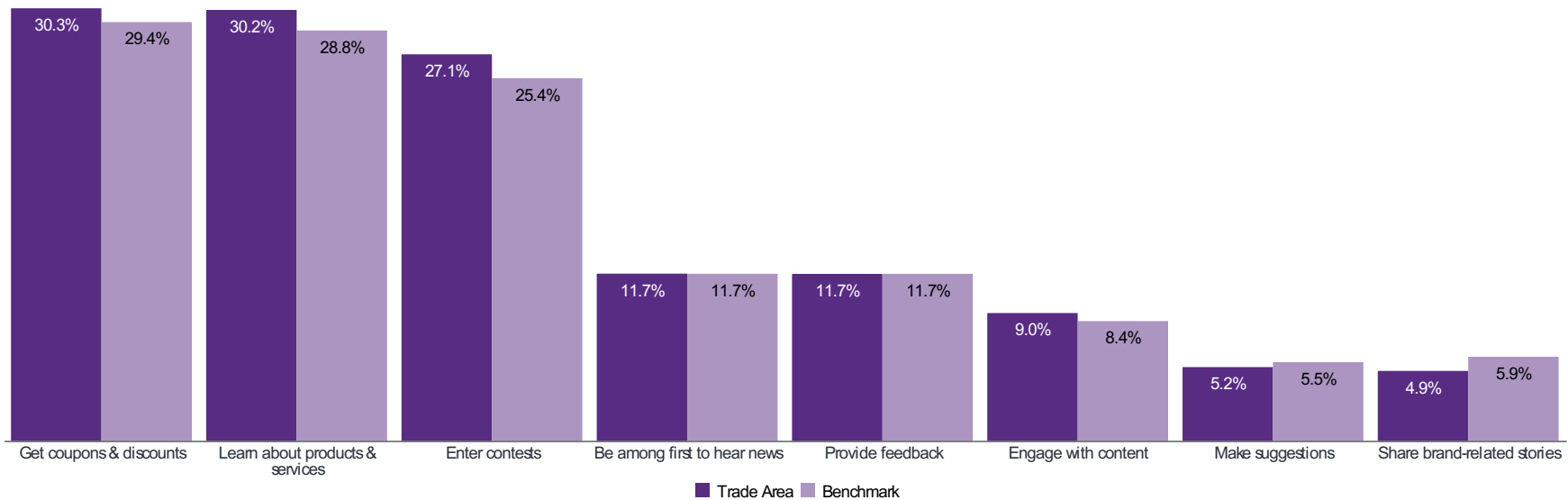


29.5%

Index:96

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 - Inner Harbour/Williamsville

Total Household Population 18+:28,940



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

% Comp **86.9** Index **99**



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

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



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

% Comp **82.3** Index **98**



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

% Comp **37.6** Index **91**



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

% Comp **55.3** Index **98**



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

% Comp **27.5** Index **91**

Benchmark: Southern Ontario

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Ranked by percent composition.

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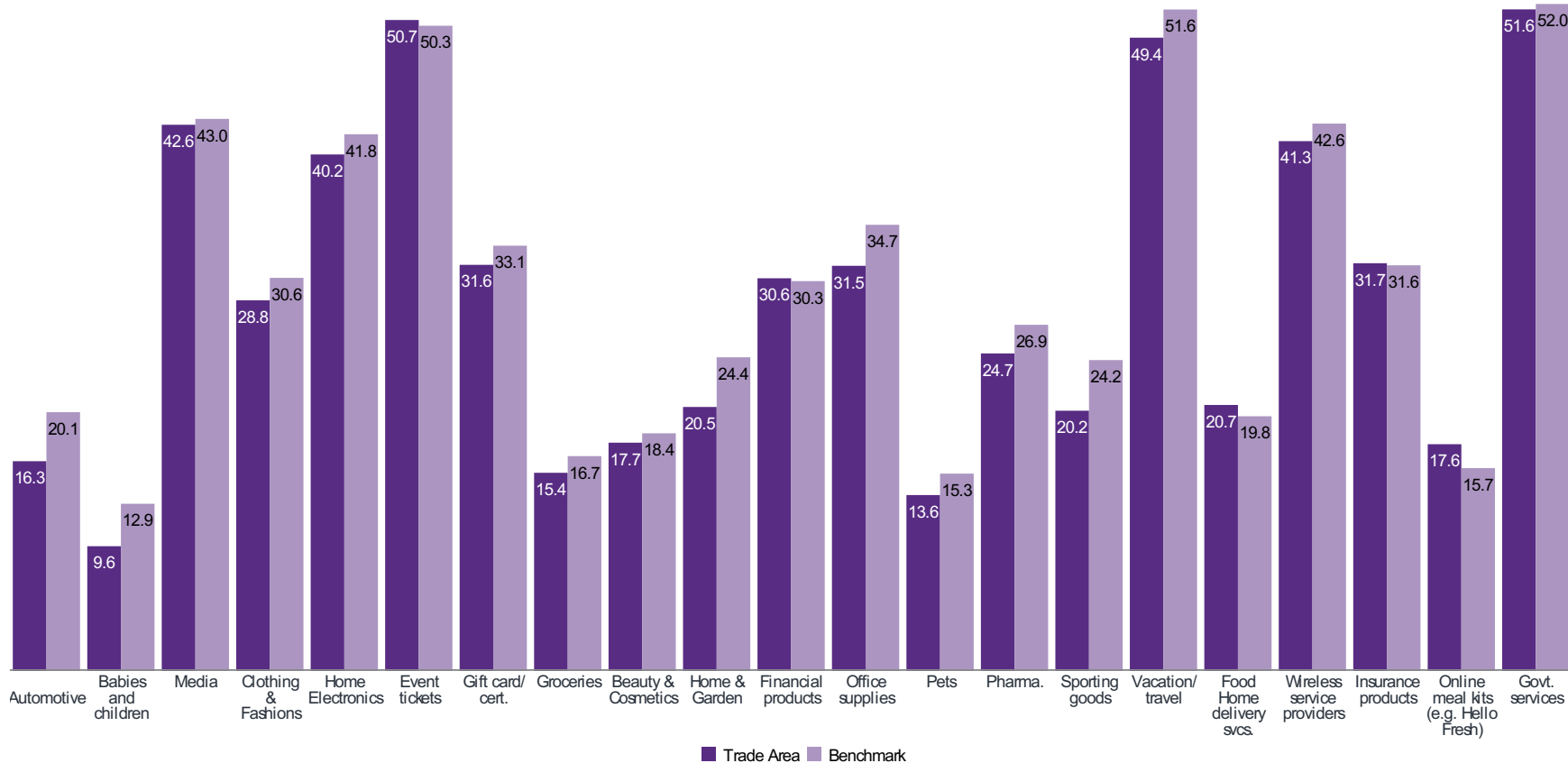
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Inner Harbour/Williamsville

Total Household Population 18+:28,940

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

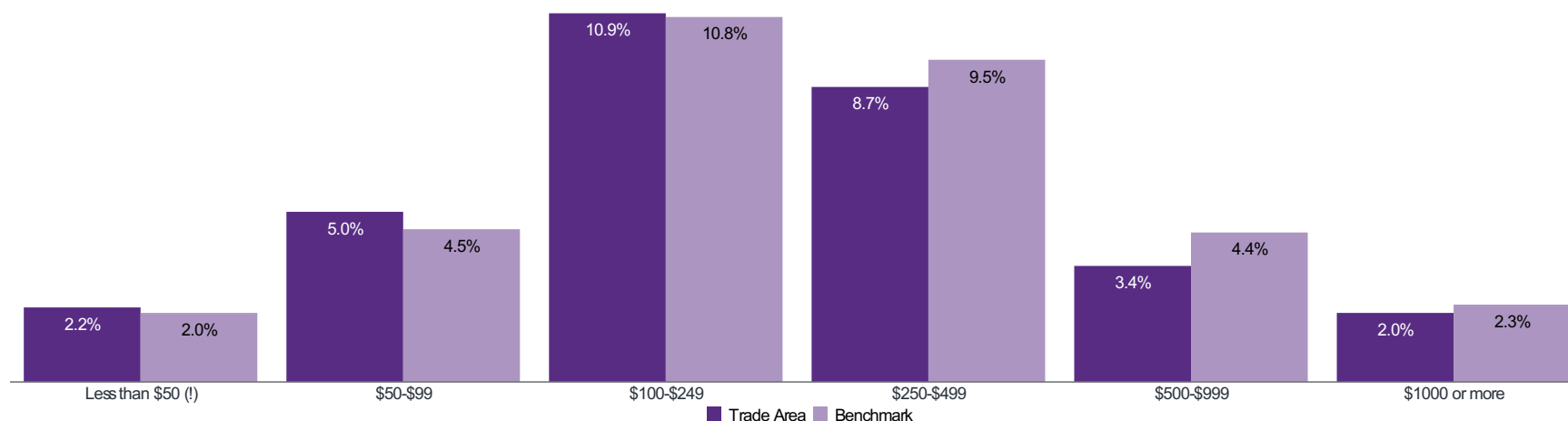
Trade Area: Kingston - Inner Harbour/Williamsville

Total Household Population 18+: 28,940

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	63.6% Index:104	35.8% Index:97	14.1% Index:114	2.7% Index:85
Purchase preference	78.6% Index:104	28.8% Index:94	9.9% Index:101	2.4% Index:96
Customer Service	64.6% Index:105	17.6% Index:98	6.9% Index:121	20.2% Index:93

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

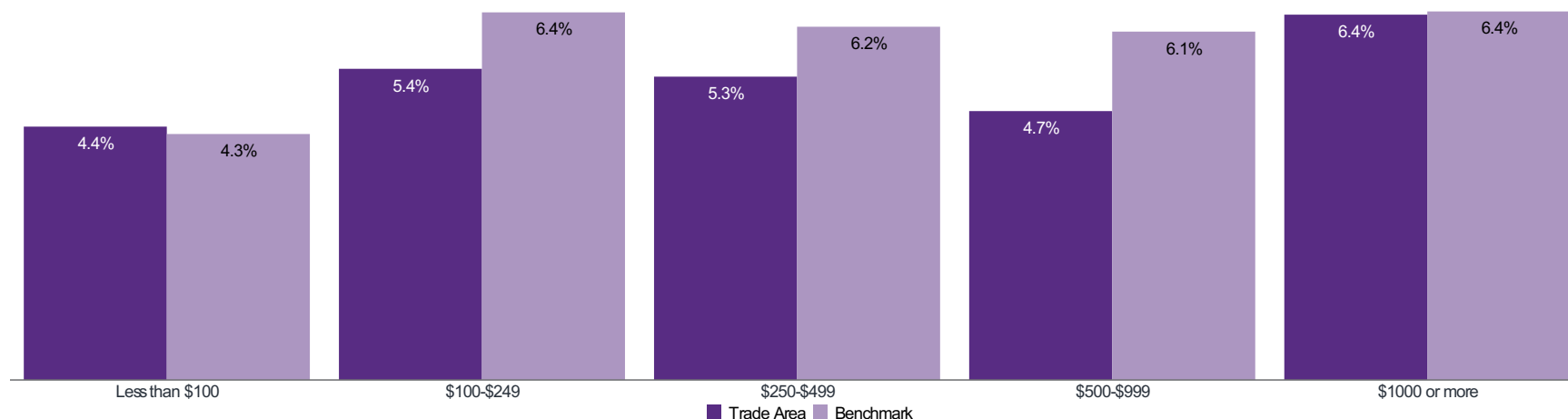
Trade Area: Kingston - Inner Harbour/Williamsville

Total Household Population 18+: 28,940

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	51.6% Index: 103	53.7% Index: 98	15.9% Index: 102	8.7% Index: 105
Purchase preference	66.0% Index: 96	40.2% Index: 96	11.6% Index: 106	6.9% Index: 107
Customer Service	55.9% Index: 99	26.2% Index: 105	9.1% Index: 124	37.0% 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

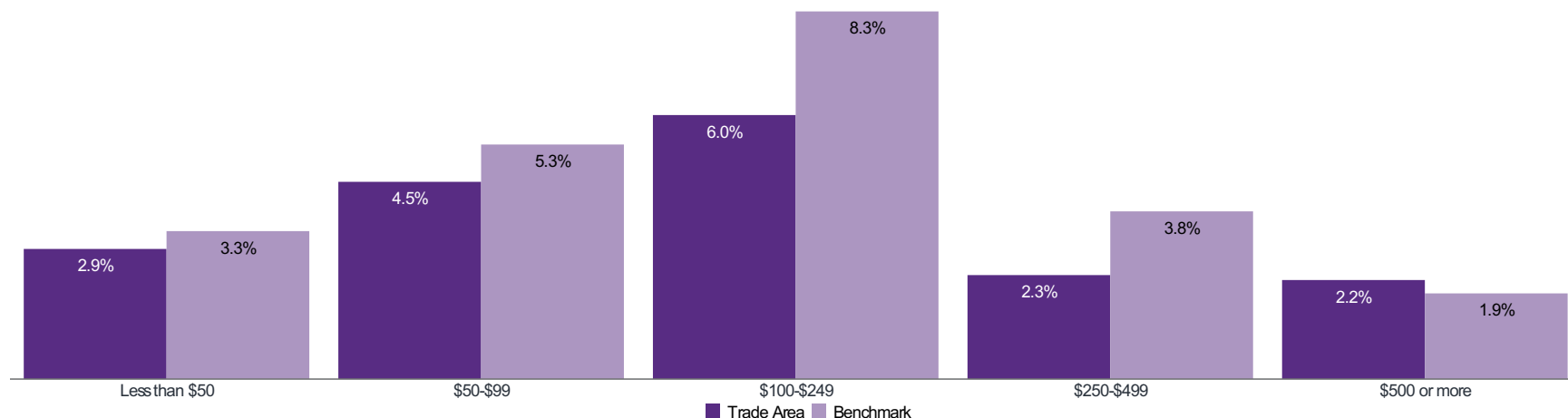
Trade Area: Kingston - Inner Harbour/Williamsville

Total Household Population 18+: 28,940

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	49.0% Index:103	34.5% Index:98	10.7% Index:97	3.5% Index:100
Purchase preference	61.2% Index:102	31.6% Index:95	7.8% Index:89	3.3% Index:108
Customer Service	43.7% Index:103	21.3% Index:104	6.6% Index:108	26.4% Index:95

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

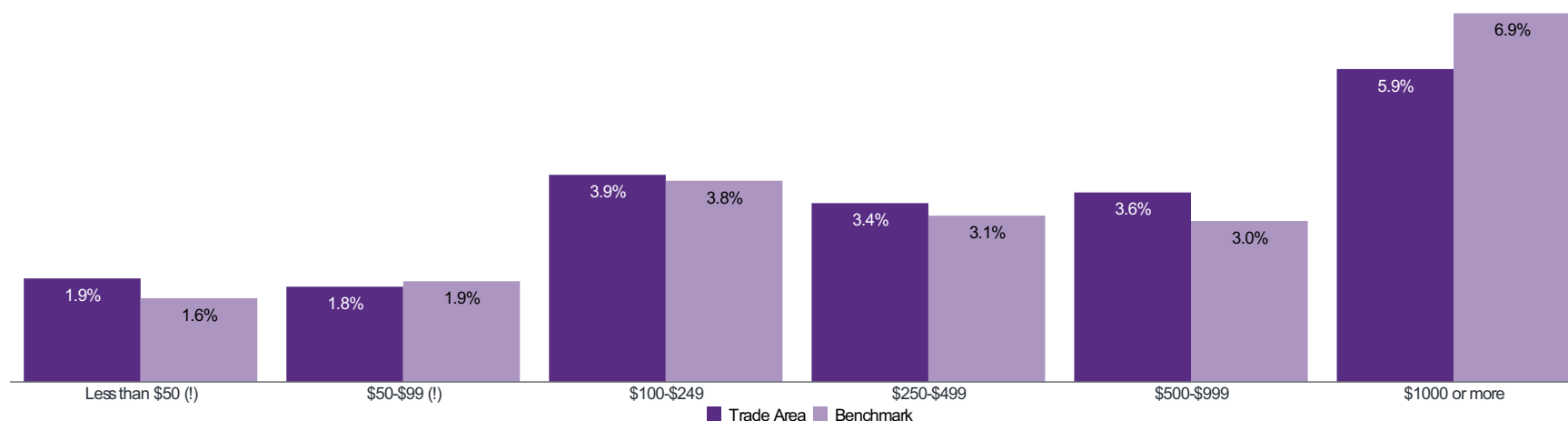
Trade Area: Kingston - Inner Harbour/Williamsville

Total Household Population 18+: 28,940

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	71.2% Index:99	25.9% Index:105	11.1% Index:100	3.8% Index:141
Purchase preference	83.8% Index:100	15.4% Index:92	7.4% Index:119	2.6% Index:107
Customer Service	69.9% Index:100	11.9% Index:103	4.4% Index:111	20.1% Index:107

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

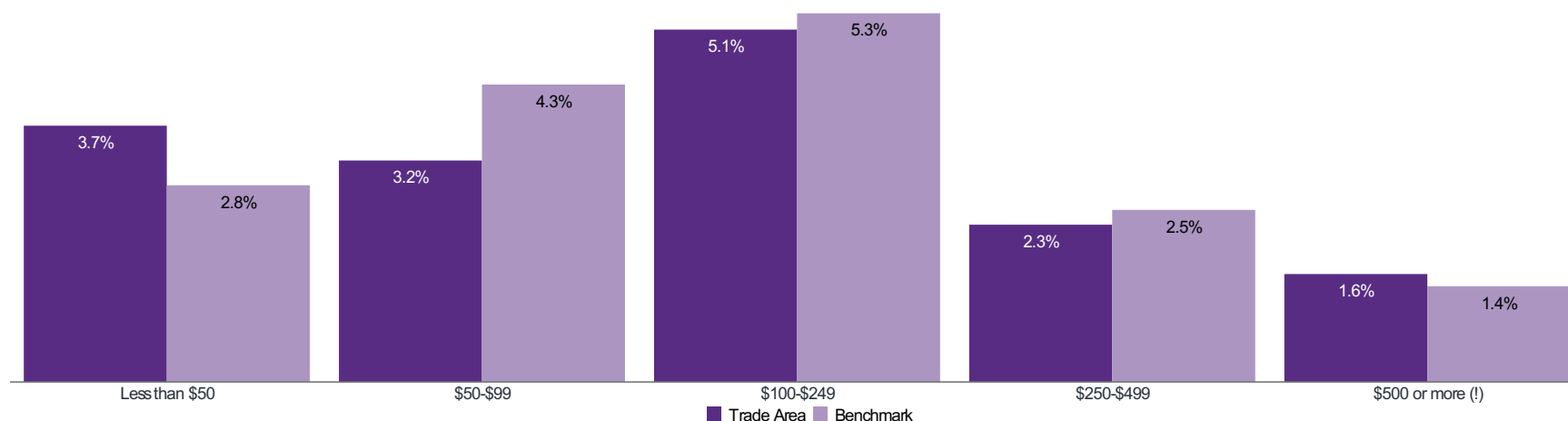
Trade Area: Kingston - Inner Harbour/Williamsville

Total Household Population 18+: 28,940

BEHAVIOURAL PREFERENCES BY CHANNEL

 BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	38.0% Index:107	23.6% Index:107	8.5% Index:105	2.4% Index:85
Purchase preference	48.1% Index:104	17.7% Index:96	6.0% Index:94	2.6% Index:114
Customer Service	39.3% Index:108	12.5% Index:100	4.2% Index:98	14.2% Index:97

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

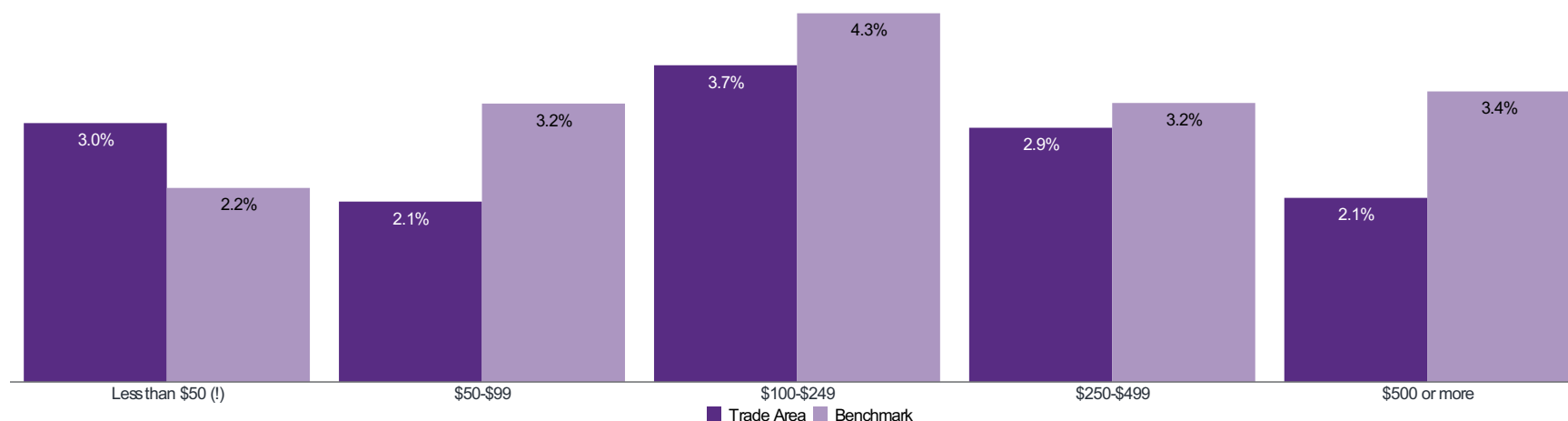
Trade Area: Kingston - Inner Harbour/Williamsville

Total Household Population 18+: 28,940

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	47.9% Index:93	34.7% Index:92	10.1% Index:88	5.2% Index:90
Purchase preference	62.3% Index:91	20.5% Index:84	6.8% Index:97	3.0% Index:83
Customer Service	49.9% Index:92	17.2% Index:108	4.9% Index:102	20.1% Index:88

AMOUNT SPENT [PST 12 MTHS]



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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

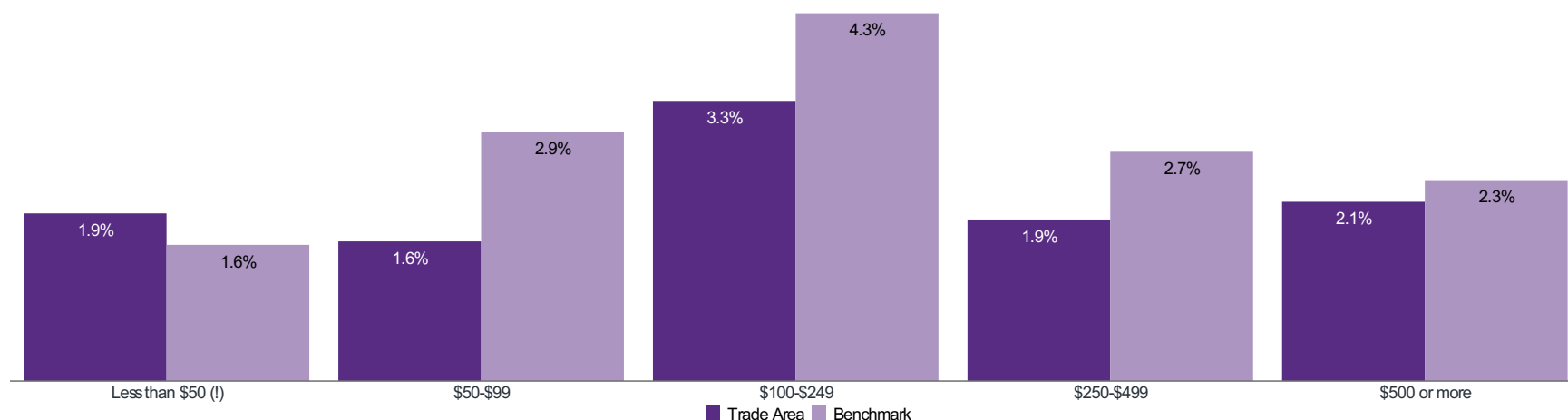
Trade Area: Kingston - Inner Harbour/Williamsville

Total Household Population 18+: 28,940

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	39.1% Index:100	28.6% Index:89	10.1% Index:96	5.1% Index:130
Purchase preference	50.1% Index:96	20.2% Index:84	7.7% Index:102	3.1% Index:103
Customer Service	40.9% Index:98	14.5% Index:96	5.6% Index:109	18.5% Index:90

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

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

ENVIRONICS
ANALYTICS

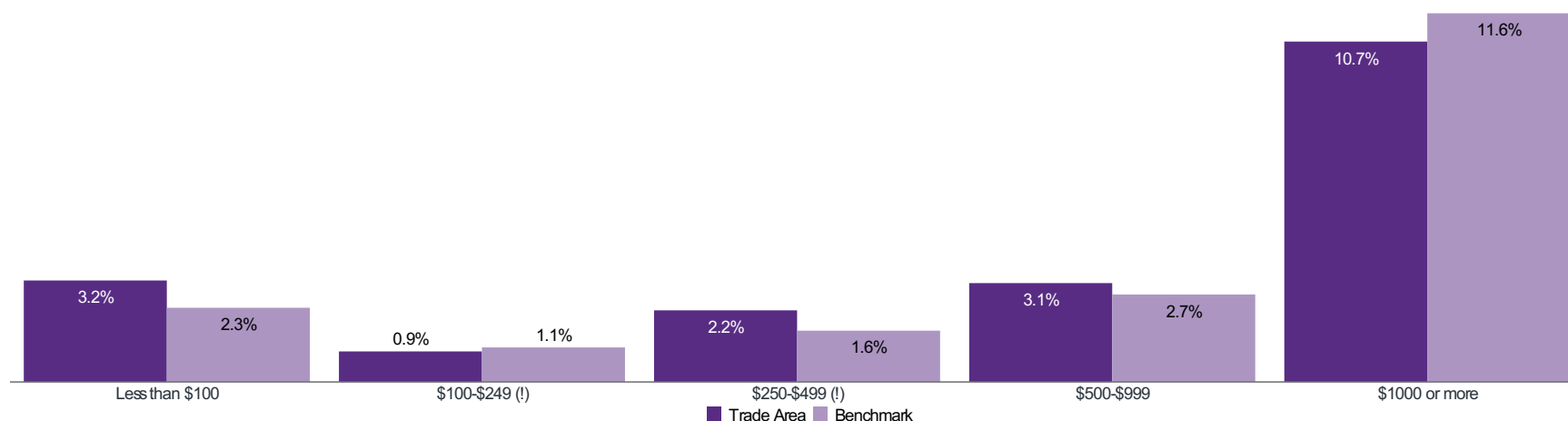
Trade Area: Kingston - Inner Harbour/Williamsville

Total Household Population 18+: 28,940

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	20.6% Index:100	56.9% Index:98	15.9% Index:106	15.3% Index:95
Purchase preference	28.8% Index:100	49.4% Index:96	6.8% Index:98	15.3% Index:85
Customer Service	30.9% Index:106	27.8% Index:101	6.7% Index:96	43.1% Index:98

AMOUNT SPENT [PST 12 MTHS]



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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 - Inner Harbour/Williamsville

Households: 17,552

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock



67.9%

Index:100

Has high quality fresh produce



58.5%

Index:98

Has high quality meat department



41.8%

Index:100

Carries food/non-food items I need



41.3%

Index:100

Carries variety of items and services



36.5%

Index:102

Only store that carries what I want



32.0%

Index:106

Carries wide variety of ethnic prod.



15.1%

Index:113

Has variety of freshly prep. foods/meals



13.6%

Index:98

Has special section for dietary needs



11.2%

Index:90

Carries variety of organic prod. (!)



10.3%

Index:91

Carries selection of alcoholic bev. (^)



4.7%

Index:123

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 - Inner Harbour/Williamsville

Households: 17,552

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



63.6%

Index: 106

Organized layout makes it easy to shop



43.3%

Index: 104

Easy to get in and get out quickly



42.3%

Index: 99

Staff are friendly and knowledgeable



35.7%

Index: 106

Short checkout lines/fast checkout



32.7%

Index: 92

Has extended hours



25.5%

Index: 93

I like the store ambiance



21.9%

Index: 110

Has self-checkout



12.6%

Index: 92

Offers an online shopping option (!)



8.1%

Index: 91

Benchmark: Southern Ontario

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(^) 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 - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: Kingston - Inner Harbour/Williamsville

Households: 17,552

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



66.0%

Index: 100

Store has great sales and promotions



63.4%

Index: 94

Store has the lowest prices overall



59.3%

Index: 102

Store has a customer loyalty card program



48.3%

Index: 97

Has loyalty prog. app and offers pers. promos



27.8%

Index: 95

I'm loyal to their store brands



22.9%

Index: 100

OUT OF STOCK ITEM

	% Base	% Pen	Index	
Psychographics - Shopping Preferences				
Postpone the purchase	43.7	40.2	0.5	109
Leave the store and buy it elsewhere	28.9	30.9	0.4	94
Purchase another brand	19.2	21.2	0.4	90
Purchase another size or variety of the same brand (!)	8.2	7.7	0.5	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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Index Colours:	<80	80 - 110	110+
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Main Street Visitors

2019 Kingston - Inner Harbour - Williamsville 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%	297,555	100%	1.54%	100	343,863	100%	1.78%	100	241,621	100%	1.25%	100	249,924	100%	1.29%	100	493,457	100%	2.56%	100
3510010	Kingston, ON (CY)	110,501	0.57%	82,575	27.75%	74.73%	4848	80,138	23.31%	72.52%	4071	82,195	34.02%	74.38%	5942	78,505	31.41%	71.04%	5487	94,736	19.20%	85.73%	3354
3506008	Ottawa, ON (CV)	873,210	4.52%	21,839	7.34%	2.50%	162	27,296	7.94%	3.13%	175	15,876	6.57%	1.82%	145	17,688	7.08%	2.03%	156	45,483	9.22%	5.21%	204
3520005	Toronto, ON (C)	2,568,898	13.31%	20,698	6.96%	0.81%	52	28,760	8.36%	1.12%	63	14,988	6.20%	0.58%	47	13,329	5.33%	0.52%	40	43,261	8.77%	1.68%	66
3512005	Belleville, ON (CY)	45,448	0.24%	8,534	2.87%	18.78%	1218	9,713	2.82%	21.37%	1200	6,775	2.80%	14.91%	1191	7,873	3.15%	17.32%	1338	15,158	3.07%	33.35%	1305
3510020	South Frontenac, ON (TP)	17,378	0.09%	11,543	3.88%	66.42%	4309	10,939	3.18%	62.95%	3534	10,432	4.32%	60.03%	4796	10,994	4.40%	63.26%	4886	12,621	2.56%	72.63%	2841
3511005	Loyalist, ON (TP)	14,203	0.07%	9,896	3.33%	69.68%	4520	10,433	3.03%	73.46%	4124	10,169	4.21%	71.60%	5720	9,262	3.71%	65.21%	5037	11,634	2.36%	81.91%	3204
3512015	Quinte West, ON (CY)	38,197	0.20%	6,899	2.32%	18.06%	1172	7,136	2.08%	18.68%	1049	4,802	1.99%	12.57%	1004	5,699	2.28%	14.92%	1152	11,559	2.34%	30.26%	1184
3521005	Mississauga, ON (CY)	642,951	3.33%	4,846	1.63%	0.75%	49	4,841	1.41%	0.75%	42	2,993	1.24%	0.47%	37	2,713	1.09%	0.42%	33	9,064	1.84%	1.41%	55
3507015	Brockville, ON (CY)	19,269	0.10%	5,584	1.88%	28.98%	1880	5,609	1.63%	29.11%	1634	4,511	1.87%	23.41%	1870	4,657	1.86%	24.17%	1866	8,776	1.78%	45.54%	1782
2466023	Montréal, QC (V)	1,493,156	7.74%	4,577	1.54%	0.31%	20	5,524	1.61%	0.37%	21	2,231	0.92%	0.15%	12	2,242	0.90%	0.15%	12	8,737	1.77%	0.59%	23

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Kingston - Inner Harbour - Williamsville 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
29,569	20,476	69.2	19,735	66.7	22,239	75.2	19,121	64.7	25,954	87.8

2019 Kingston - Inner Harbour - Williamsville 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	512,847	25,954	5.1	486,893	94.9

2020 Kingston - Inner Harbour - Williamsville 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%	157,204	100%	0.81%	100	267,967	100%	1.39%	100	198,924	100%	1.03%	100	204,425	100%	1.06%	100	351,474	100%	1.82%	100
3510010	Kingston, ON (CY)	110,501	0.57%	72,913	46.38%	65.98%	8102	78,245	29.20%	70.81%	5101	78,578	39.50%	71.11%	6900	80,351	39.31%	72.72%	6866	92,087	26.20%	83.34%	4577
3520005	Toronto, ON (C)	2,568,898	13.31%	7,844	4.99%	0.31%	37	23,554	8.79%	0.92%	66	11,224	5.64%	0.44%	42	10,946	5.35%	0.43%	40	30,639	8.72%	1.19%	66
3506008	Ottawa, ON (CV)	873,210	4.52%	6,392	4.07%	0.73%	90	17,851	6.66%	2.04%	147	9,345	4.70%	1.07%	104	11,046	5.40%	1.26%	119	25,934	7.38%	2.97%	163
3510020	South Frontenac, ON (TP)	17,378	0.09%	8,740	5.56%	50.29%	6175	9,712	3.62%	55.88%	4026	10,685	5.37%	61.49%	5966	10,142	4.96%	58.36%	5511	11,840	3.37%	68.13%	3742
3512005	Belleville, ON (CY)	45,448	0.24%	3,855	2.45%	8.48%	1042	6,257	2.34%	13.77%	992	5,814	2.92%	12.79%	1241	5,493	2.69%	12.09%	1141	10,135	2.88%	22.30%	1225
3511005	Loyalist, ON (TP)	14,203	0.07%	7,200	4.58%	50.69%	6224	8,292	3.09%	58.38%	4206	8,577	4.31%	60.39%	5860	8,744	4.28%	61.57%	5813	9,918	2.82%	69.83%	3835
3512015	Quinte West, ON (CY)	38,197	0.20%	2,959	1.88%	7.75%	951	4,973	1.86%	13.02%	938	4,116	2.07%	10.77%	1046	4,146	2.03%	10.85%	1025	8,580	2.44%	22.46%	1234
3511015	Greater Napanee, ON (T)	13,617	0.07%	3,861	2.46%	28.35%	3481	5,582	2.08%	40.99%	2953	6,474	3.25%	47.54%	4613	4,912	2.40%	36.07%	3406	7,591	2.16%	55.75%	3062
2466023	Montréal, QC (V)	1,493,156	7.74%	378	0.24%	0.03%	3	6,981	2.61%	0.47%	34	2,004	1.01%	0.13%	13	1,324	0.65%	0.09%	8	7,283	2.07%	0.49%	27
3507015	Brockville, ON (CY)	19,269	0.10%	2,626	1.67%	13.63%	1674	4,364	1.63%	22.65%	1631	2,934	1.48%	15.23%	1478	2,857	1.40%	14.83%	1400	5,969	1.70%	30.98%	1701

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Kingston - Inner Harbour - Williamsville 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
29,569	19,372	65.5	18,561	62.8	23,667	80.0	23,605	79.8	27,191	92.0

2020 Kingston - Inner Harbour - Williamsville 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	358,079	27,191	7.6	330,888	92.4

2021 Kingston - Inner Harbour - Williamsville 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%	167,141	100%	0.87%	100	395,134	100%	2.05%	100	285,828	100%	1.48%	100	203,968	100%	1.06%	100	473,424	100%	2.45%	100
3510010	Kingston, ON (CY)	110,501	0.57%	66,789	39.96%	60.44%	6980	77,099	19.51%	69.77%	3408	83,016	29.04%	75.13%	5074	83,861	41.11%	75.89%	7182	90,991	19.22%	82.34%	3357
3520005	Toronto, ON (C)	2,568,898	13.31%	10,101	6.04%	0.39%	45	45,933	11.62%	1.79%	87	27,317	9.56%	1.06%	72	10,074	4.94%	0.39%	37	55,057	11.63%	2.14%	87
3506008	Ottawa, ON (CV)	873,210	4.52%	9,356	5.60%	1.07%	124	28,933	7.32%	3.31%	162	21,881	7.66%	2.51%	169	9,278	4.55%	1.06%	101	38,719	8.18%	4.43%	181
3510020	South Frontenac, ON (TP)	17,378	0.09%	9,435	5.64%	54.29%	6270	12,407	3.14%	71.40%	3488	11,565	4.05%	66.55%	4494	11,120	5.45%	63.99%	6056	12,231	2.58%	70.38%	2870
3521005	Mississauga, ON (CY)	642,951	3.33%	1,678	1.00%	0.26%	30	10,358	2.62%	1.61%	79	4,775	1.67%	0.74%	50	1,304	0.64%	0.20%	19	11,622	2.45%	1.81%	74
2466023	Montréal, QC (V)	1,493,156	7.74%	1,452	0.87%	0.10%	11	10,327	2.61%	0.69%	34	3,684	1.29%	0.25%	17	751	0.37%	0.05%	5	11,479	2.42%	0.77%	31
3512005	Belleville, ON (CY)	45,448	0.24%	3,483	2.08%	7.66%	885	9,180	2.32%	20.20%	987	7,140	2.50%	15.71%	1061	5,733	2.81%	12.62%	1194	11,025	2.33%	24.26%	989
3512015	Quinte West, ON (CY)	38,197	0.20%	3,588	2.15%	9.39%	1085	8,705	2.20%	22.79%	1113	5,563	1.95%	14.56%	984	5,058	2.48%	13.24%	1253	10,652	2.25%	27.89%	1137
3511005	Loyalist, ON (TP)	14,203	0.07%	7,030	4.21%	49.50%	5716	9,379	2.37%	66.03%	3226	8,435	2.95%	59.39%	4011	8,517	4.18%	59.97%	5675	9,758	2.06%	68.70%	2801
3521010	Brampton, ON (CY)	596,084	3.09%	1,948	1.17%	0.33%	38	7,741	1.96%	1.30%	63	3,217	1.13%	0.54%	36	1,225	0.60%	0.21%	19	9,264	1.96%	1.55%	63

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Kingston - Inner Harbour - Williamsville Visitors Within Trade Area

Compared to Total Household Population 15+

Benchmark: 15 min trade area

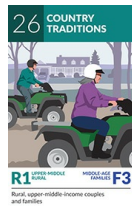
Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
29,569	18,216	61.6	17,197	58.2	26,107	88.3	24,112	81.5	28,503	96.4

2021 Kingston - Inner Harbour - Williamsville 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	487,584	28,503	5.8	459,081	94.2

Top 5 segments represent **31.5%** of customers in Southern Ontario



Rank: 1
Customers: 29,696
Customers %: 8.20
% in Benchmark: 4.89
Index: 168

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: 23,498
Customers %: 6.48
% in Benchmark: 2.91
Index: 223

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: 22,485
Customers %: 6.21
% in Benchmark: 2.82
Index: 220

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: 19,399
Customers %: 5.35
% in Benchmark: 4.68
Index: 114

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: 19,090
Customers %: 5.27
% in Benchmark: 2.12
Index: 249

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.