Community Profile: Kitchener – Belmont Village

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

Date: February 24, 2022
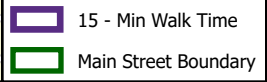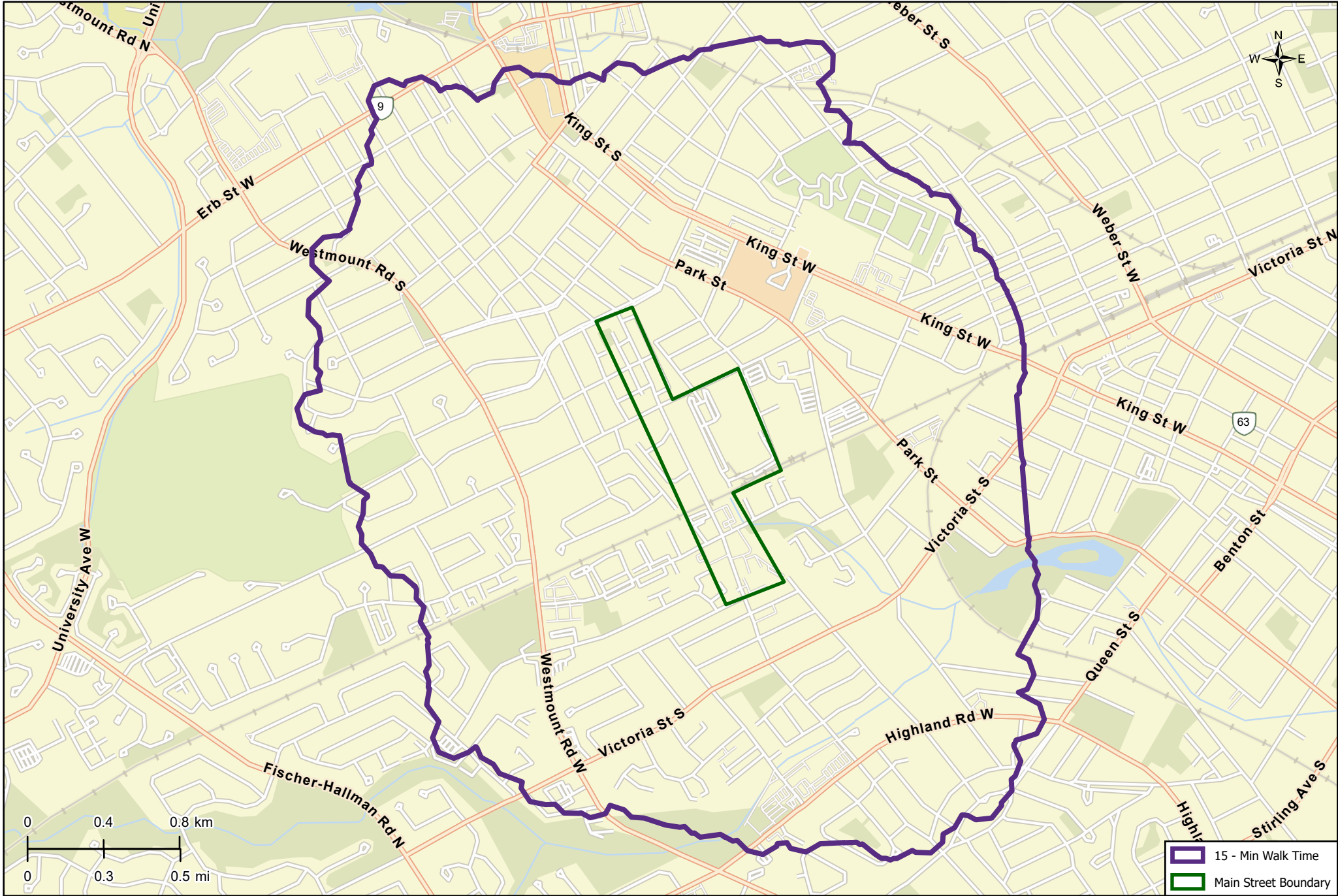
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Kitchener - Belmont Village
Main Street Boundary and Trade Area

ENVIRONICS
ANALYTICS

15 - Min Walk Time

Main Street Boundary

2022-01-12 12:46 PM

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Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Kitchener - Belmont Village

POPULATION	MEDIAN MAINTAINER AGE	MARITAL STATUS	FAMILY STATUS*
24,594	**47**	**49.6%**	**20.2%**
HOUSEHOLDS	Index:86	Index: 86	Index:127
11,443		Married/Common-Law	Total Lone-Parent Families

HOUSEHOLD SIZE

Trade Area Benchmark

1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
38% / 24%	35% / 33%	13% / 16%	9% / 17%	5% / 10%
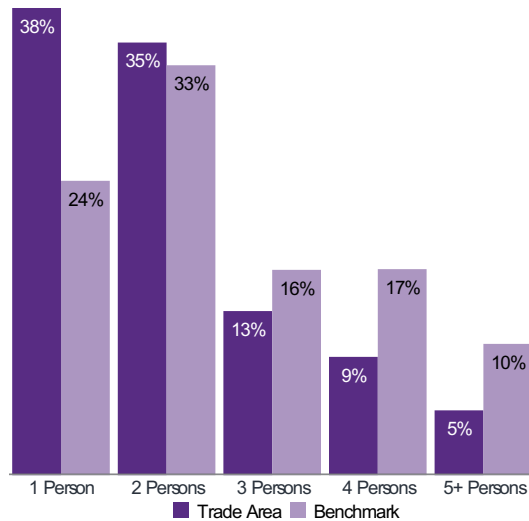
POPULATION BY AGE

	Count	%	Index
0 to 4	1,320	5.4	106
5 to 9	1,261	5.1	95
10 to 14	1,049	4.3	75
15 to 19	1,036	4.2	71
20 to 24	1,801	7.3	110
25 to 29	2,902	11.8	168
30 to 34	2,497	10.2	153
35 to 39	1,939	7.9	122
40 to 44	1,485	6.0	98
45 to 49	1,341	5.5	87
50 to 54	1,293	5.3	80
55 to 59	1,504	6.1	84
60 to 64	1,392	5.7	84
65 to 69	1,228	5.0	88
70 to 74	1,012	4.1	86
75 to 79	675	2.7	83
80 to 84	465	1.9	87
85+	394	1.6	72

AGE OF CHILDREN AT HOME
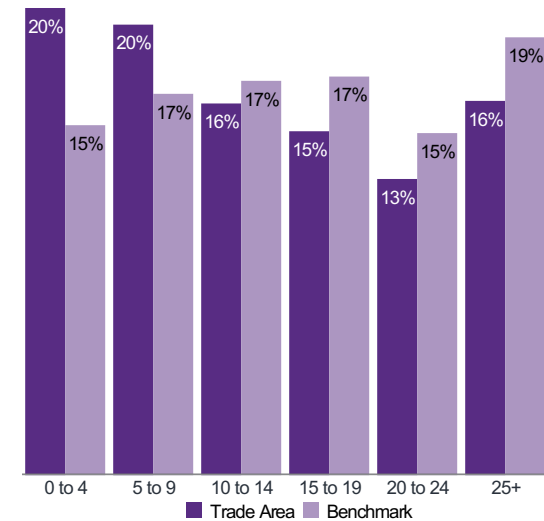
Trade Area Benchmark

0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25+
20% / 15%	20% / 17%	16% / 17%	15% / 17%	13% / 15%	16% / 19%

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Kitchener - Belmont Village

Population: 24,594 | **Households:** 11,443

TENURE

Owned 42.0%
Rented 58.0%
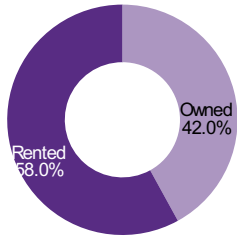
STRUCTURE TYPE

43.9%
Houses
Index: **57**

56.0%
Apartments
Index: **253**

AGE OF HOUSING*

60+ Years Old

% Comp: **39.2**   Index: **190**

AVERAGE HOUSEHOLD INCOME

$91,416

Index: **79**

HOUSEHOLD INCOME DISTRIBUTION
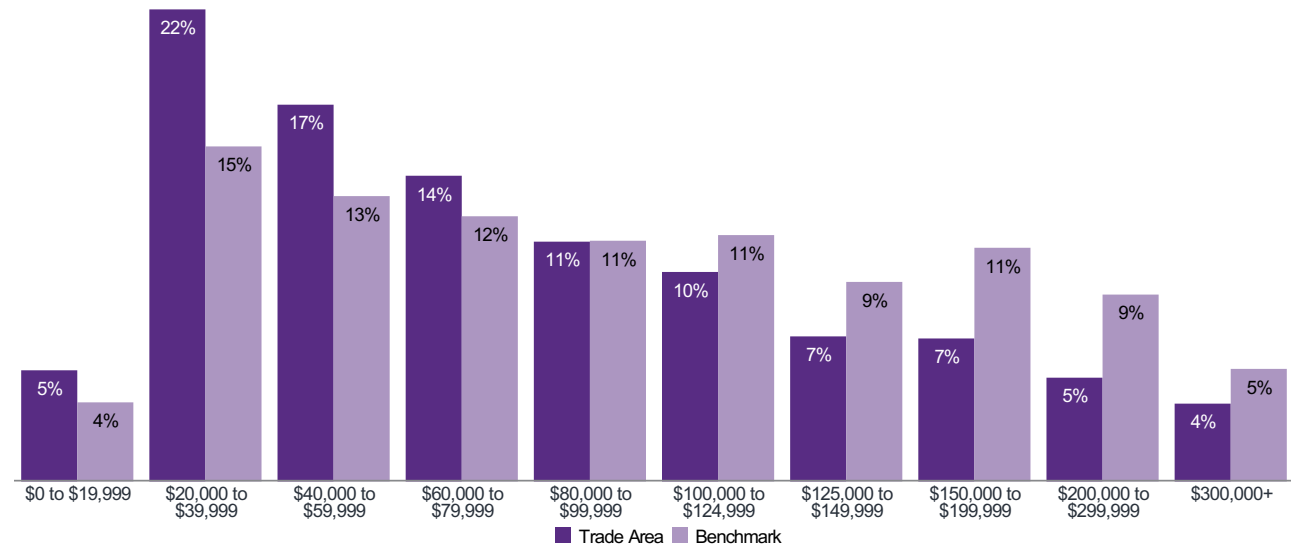
Income Range	Trade Area	Benchmark
$0 to $19,999	5%	4%
$20,000 to $39,999	22%	15%
$40,000 to $59,999	17%	13%
$60,000 to $79,999	14%	12%
$80,000 to $99,999	11%	11%
$100,000 to $124,999	10%	11%
$125,000 to $149,999	7%	9%
$150,000 to $199,999	7%	11%
$200,000 to $299,999	5%	9%
$300,000+	4%	5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: Kitchener - Belmont Village

Population: 24,594 | **Households:** 11,443

EDUCATION

36.2%
Index:136

University Degree

LABOUR FORCE PARTICIPATION

66.2%
Index:102

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

30.0%
Index:82

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

5.8%
Index:292

Travel to work by**Walking**

EDUCATIONAL ATTAINMENT
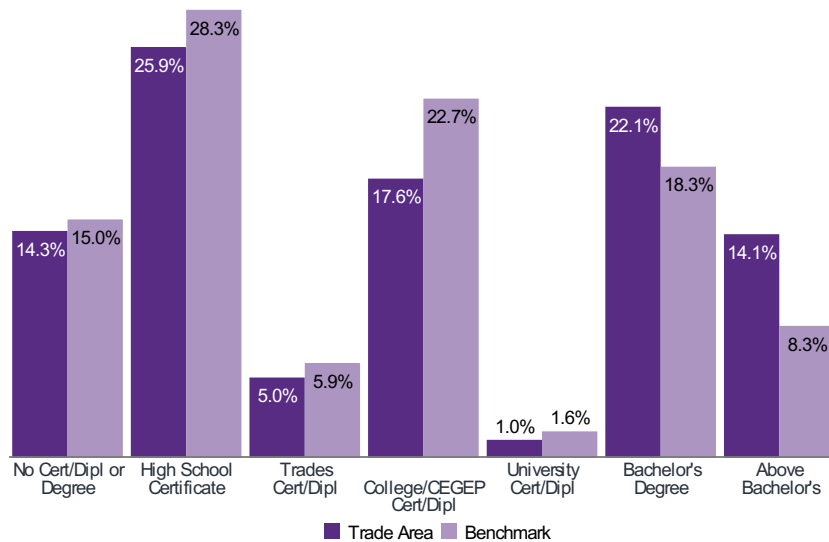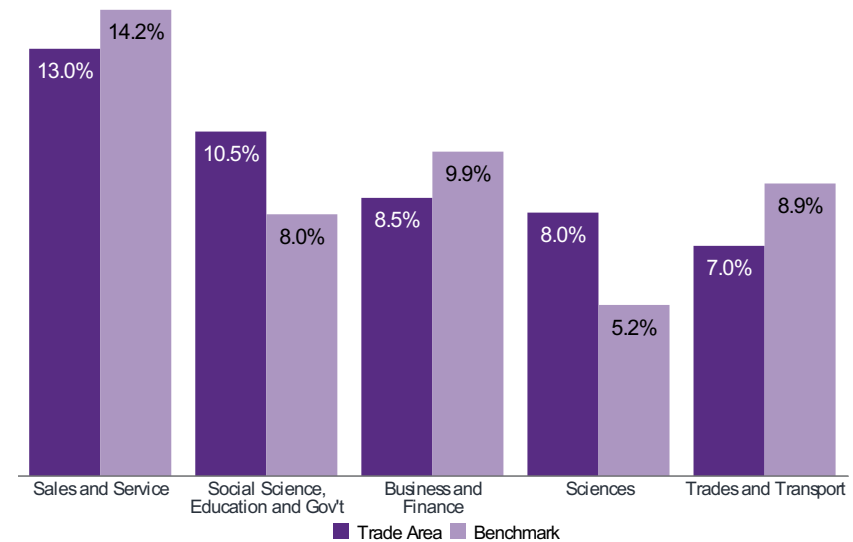
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	14.3%	15.0%
High School Certificate	25.9%	28.3%
Trades Cert/Dipl	5.0%	5.9%
College/CEGEP Cert/Dipl	17.6%	22.7%
University Cert/Dipl	1.0%	1.6%
Bachelor's Degree	22.1%	18.3%
Above Bachelor's	14.1%	8.3%

■ Trade Area ■ Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	13.0%	14.2%
Social Science, Education and Gov't	10.5%	8.0%
Business and Finance	8.5%	9.9%
Sciences	8.0%	5.2%
Trades and Transport	7.0%	8.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Kitchener - Belmont Village

Population: 24,594 | **Households:** 11,443

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
1.7%	24.6%	2.0%	23.5%	Before 2001
Index:70	Index:85	Index:100	Index:89	10.3% Index:74
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

- Black: 6.6% (Trade Area), 4.5% (Benchmark)
- South Asian: 4.9% (Trade Area), 9.9% (Benchmark)
- Chinese: 2.6% (Trade Area), 5.1% (Benchmark)
- Latin American: 2.6% (Trade Area), 1.3% (Benchmark)
- West Asian: 2.2% (Trade Area), 1.2% (Benchmark)

■ Trade Area ■ Benchmark
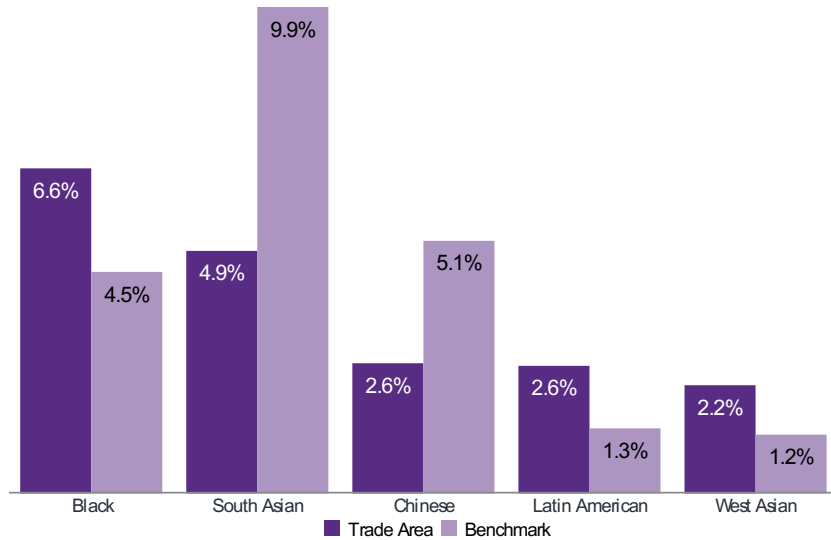
LANGUAGES SPOKEN AT HOME: TOP 5**
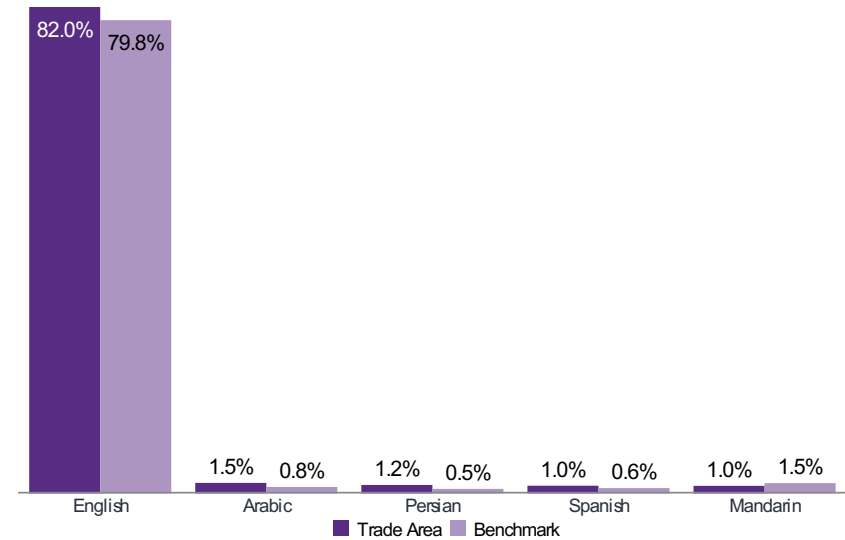
- English: 82.0% (Trade Area), 79.8% (Benchmark)
- Arabic: 1.5% (Trade Area), 0.8% (Benchmark)
- Persian: 1.2% (Trade Area), 0.5% (Benchmark)
- Spanish: 1.0% (Trade Area), 0.6% (Benchmark)
- Mandarin: 1.0% (Trade Area), 1.5% (Benchmark)

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Top 5 segments represent **66.4%** of households in Kitchener - Belmont Village

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52 FRIENDS & ROOMIES

U5 YOUNGER URBAN MIX — YOUNGER SINGLES & COUPLES Y2

Young, diverse lower-middle-income city dwellers
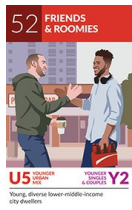
Rank:	1
Hhlds:	2,125
Hhld %:	18.57
% in Benchmark:	2.06
Index:	904

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 predom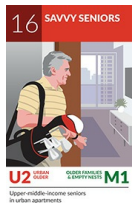inantly service sector and white-collar jobs. Incomes are below average, and over three-quarters are renters, mostly in low-rise units. In this transitional segment, more than 60 percent of Friends & Roomies households moved in the past five years. Today, nearly 40 percent of the population are first-generation 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.

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51 ON THEIR OWN AGAIN

U2 URBAN OLDER — MATURE SINGLES & COUPLES M2

City seniors in apartment rentals

Rank:	2
Hhlds:	1,746
Hhld %:	15.26
% in Benchmark:	3.77
Index:	405

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.

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16 SAVVY SENIORS

U2 URBAN OLDER — OLDER FAMILIES & EMPTY NESTS M1

Upper-middle-income seniors in urban apartments

Rank:	3
Hhlds:	1,371
Hhld %:	11.98
% in Benchmark:	3.11
Index:	385

An aging lifestyle, Savvy Seniors is home to older singles, couples and divorced or widowed individuals found mostly in cities throughout Ontario, British Columbia and Alberta. Many of these seniors are financially comfortable: With a mix of high school, college and university educations, they enjoy upper-middle-incomes and homes valued at nearly a half-million dollars. Nearly 40 percent of the maintainers are over 65 years old, and they gravitate to easy-to-maintain high-rise apartment buildings, condos and row houses, typically built between 1980 and 2000. More than half of the households consist of third-plus-generation Canadians, and many are empty-nesters; any children at home are typically in their twenties. About 58 percent of the adults are still in the labour force, holding upper-level positions in the sciences, education, the arts and public administration. Still fit and active, these residents have the time and money for travel, golf and fitness activities. And they still believe in the value of Community Involvement, staying active in social issues and political campaigns.

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22 INDIEVILLE

U3 YOUNG URBAN CORE — YOUNGER SINGLES & COUPLES Y2

Younger and middle-aged urban singles and couples

Rank:	4
Hhlds:	1,282
Hhld %:	11.20
% in Benchmark:	0.52
Index:	2,151

Indieville is a classic urban hodgepodge: a mix of younger and middle-aged maintainers, singles and couples, and first- and second-generation Canadians. Drawn to the vibrant, urban core of the nation's big cities, a significant portion of these residents live in Toronto and nearly half are single, divorced or separated. This is a smart group: nearly 40 percent are university educated and members are twice as likely as average Canadians to hold master's degrees. But their average incomes—mostly from white-collar and service sector jobs in the arts, education and science—indicate that they're on the lower rungs of the career ladder. Half of all households are headed by maintainers under 45 years old, and residents typically live in older, low-rise apartments, duplexes and semi-detached dwellings. For many, Indieville is just the latest stop on an upwardly mobile journey; nearly 45 percent have moved in the last five years. Residents have a penchant for the latest technology and enjoy shopping online for books, music, fashion and groceries, all of which is not surprising given their age, education and high scores of Ostentatious Consumption.

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64 MIDTOWN MOVERS

U4 URBAN DIVERSITY — MIDDLE-AGE FAMILIES F3

Urban lower-middle-income families and singles

Rank:	5
Hhlds:	1,069
Hhld %:	9.34
% in Benchmark:	1.34
Index:	694

The increase in immigration over the last two decades has transformed many communities. Midtown Movers reflects the arrival of newcomers in established neighbourhoods of large cities beyond Toronto and Vancouver. Some are foreign-born students who've settled in university towns; others arrived as a result of job programs. One-third of Midtown Movers are immigrants, with 45 percent of the population identifying as visible minorities, such as blacks, South Asians, Filipinos, Arabs and Latin Americans. And one-fifth of residents speak a non-official language. Households contain a mix of younger singles and middle-aged families; one in three are lone-parent families. With their modest educations—over half haven't gone beyond high school—most work at jobs in manufacturing, services and the trades. Their lower-middle incomes provide them with housing in older, single-detached houses, low-rise apartments and row houses; nearly 55 percent are renters and half of residents have moved in the last five years. Today many enjoy active social lives: the singles joining friends at nightclubs and dinner theatres, the families heading for zoos and aquariums. But their high score for Penchant for Risk suggests an openness to more extreme activities to get the most out of life.

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Kitchener - Belmont Village

⬆ Strong Values

Values	Index
Culture Sampling	121
Introspection & Empathy	120
Ecological Concern	119
Rejection of Inequality	117
Primacy of Environmental Protection	116
Social Learning	116
Ethical Consumerism	115
Flexible Families	115
Equal Relationship with Youth	113
Personal Creativity	112

⬇ Weak Values

Values	Index
Attraction to Nature	76
Social Darwinism	82
Religiosity	83
Utilitarian Consumerism	85
Legacy	87
Primacy of the Family	87
Consumption Evangelism	89
Obedience to Authority	89
Patriarchy	90
Traditional Family	90

★ Descriptions | Top 3 Strong Values

Culture Sampling

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

Introspection & Empathy

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

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

★ Descriptions | Top 3 Weak Values

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

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.

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 "Apatheistic").

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Kitchener - Belmont Village

WealthScapes Households: 11,307

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 91,748	$ 72,260	$ 49,510	$ 2,901
Index: 79	Index: 79	Index: 77	Index: 81

WEALTH*   ## ASSETS*

Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	**% Holders**	**% Holders**	**% Holders**	**% Holders**	**% Holders**
99.6% Index: 100	94.9% Index: 100	54.9% Index: 91	12.9% Index: 104	45.3% Index: 60	97.8% Index: 100
Balance	**Balance**	**Balance**	**Balance**	**Balance**	**Balance**
$560,930	$76,217	$356,128	$395,959	$645,766	$322,232
Index: 76	Index: 100	Index: 106	Index: 124	Index: 86	Index: 97

DEBT*   ## FINANCIAL RATIO

Consumer Debt	Mortgage Debt	Debt:Asset
% Holders	**% Holders**	**% Holders**
88.2% Index: 97	26.4% Index: 57	0.15% Index: 71
Balance	**Balance**	
$38,297	$250,129	
Index: 58	Index: 84	

Benchmark: Southern Ontario

% Holders represent where customers are found.

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

Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

WealthScapes Households: 11,307

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.15	0.32	0.68	0.61
Index: 71	Index: 52	Index: 73	Index: 102
Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
0.21	0.93	0.23	1.96
Index: 97	Index: 53	Index: 93	Index: 85

Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Kitchener - Belmont Village

Households: 11,443

Total Aggregate Current Consumption: $765,146,345

Average Current Consumption	Average Household Income	Average Disposable Income
$66,866	$92,457	$71,810
Index: 82	Index: 80	Index: 80

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$18,233	27.3%
Index 87	Index 106

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$10,569	15.8%
Index 83	Index 101

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$9,711	14.5%
Index 71	Index 86

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$4,724	7.1%
Index 82	Index 101

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$4,596	6.9%
Index 84	Index 103

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$3,783	5.7%
Index 79	Index 97

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$3,301	4.9%
Index 93	Index 113

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$2,800	4.2%
Index 85	Index 103

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$2,763	4.1%
Index 69	Index 85

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Expenditures | Foodspend - Annual Household Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Belmont Village   **Households:** 11,443

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$92,457	$10,569	$3,668	$6,900
Index: 80	Index 83	Index: 91	Index: 79

Total Aggregate Food Expenditure: $ 120,936,874

Bakery

Avg. Dollars/Household	Pct. of Total Expenditure
$703	10.2%
Index 81	Index 102

Cereal Products

Avg. Dollars/Household	Pct. of Total Expenditure
$396	5.7%
Index 78	Index 99

Fruit and nuts

Avg. Dollars/Household	Pct. of Total Expenditure
$869	12.6%
Index 79	Index 101

Vegetables

Avg. Dollars/Household	Pct. of Total Expenditure
$766	11.1%
Index 83	Index 105

Dairy products & Eggs

Avg. Dollars/Household	Pct. of Total Expenditure
$1,042	15.1%
Index 81	Index 103

Meat

Avg. Dollars/Household	Pct. of Total Expenditure
$1,100	15.9%
Index 70	Index 89

Fish & Seafood

Avg. Dollars/Household	Pct. of Total Expenditure
$231	3.4%
Index 79	Index 100

Beverages & Other Food

Avg. Dollars/Household	Pct. of Total Expenditure
$1,792	26.0%
Index 81	Index 103

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

Trade Area: Kitchener - Belmont Village　　　　　　　　　**Household Population 14+:** 20,931

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	12.2	11.0	111
Going to restaurants, bars or night clubs	52.2	55.1	95
Having physical Contact with family and friends	56.9	57.7	99
Participating in group activities	37.5	38.7	97
Partying	15.5	15.8	98
Seeing family and friends in person	62.1	62.8	99
Entertainment			
Attending events, festivals or concerts	40.4	42.9	94
Attending sports events (excludes professional sports)	14.3	18.2	78
Attending to professional sports events or games	25.0	25.4	98
Going to the movies	41.9	45.7	92
Movement & Travel			
Driving more	13.9	16.1	87
Shopping in-store	39.3	42.9	92
Spending time outdoors	30.0	32.5	92
Travelling outside of Canada/ abroad	49.1	53.2	92
Travelling within Canada	46.8	49.9	94
Using public transit	13.0	13.7	95
Personal			
Getting back to old habits	35.2	36.2	97
Going to a salon, barber shop or spa	31.4	33.7	93
Going to the gym	21.2	22.6	94
Education/Work			
Children going back to school	15.7	20.3	77
Going back to work	18.2	17.6	103
Other			
Not Stated	0.3	0.6	57

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS ANALYTICS

RADIO
Listeners: 78.5%
Index: 97

7.3 Hours/Week*

Index: **98**

Top Formats
- Classical: 16.9% / 13.4%
- Jazz: 12.1% / 9.6%
- Dance: 12.5% / 11.2%

Trade Area — Benchmark

TELEVISION
Viewers: 95.8%
Index: 101

21.9 Hours/Week*

Index: **105**

Top Program Types
- Adult Animated Series: 35.5% / 30.8%
- Paranormal: 24.9% / 21.9%
- Science Fiction/Fantasy Dramas: 42.9% / 38.7%

Trade Area — Benchmark

NEWSPAPER
Readers: 31.8%
Index: 101

0.8 Hours/Week*

Index: **124**

Top Sections Read
- Fashion or Lifestyle: 9.9% / 8.0%
- Editorials: 12.9% / 10.5%
- Comics: 13.2% / 10.9%

Trade Area — Benchmark

MAGAZINE
Readers: 70.3%
Index: 97

1.5 Hours/Month*

Index: **107**

Top Titles
- NOW: 9.8% / 7.8%
- FASHION Magazine: 12.3% / 10.9%
- ELLE CANADA: 13.6% / 12.2%

Trade Area — Benchmark

INTERNET
Users: 98.3%
Index: 100

23.7 Hours online past week*

Index: **108**

Top Activities
- Watched Long Form Videos: 52.7% / 48.4%
- Watched Videos: 71.0% / 65.7%
- Music Streaming: 57.0% / 52.7%

Trade Area — Benchmark

DIRECT/OUTDOOR

3 Times used public transit past week*

Index: **96**

Top DM Formats Used to Plan/Make Purchases
- E-mail Coupons: 16.6% / 15.0%
- Coupon Booklets: 15.5% / 14.2%
- Addressed Mail Offers: 8.6% / 8.2%

Trade Area — Benchmark

Benchmark: Southern Ontario

* 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: Kitchener - Belmont Village

Household Population 18+: 20,114

FACEBOOK
79.1% currently use
Index: **102**

Top Activities (Daily)

- Read news feed: 45.8% / 42.7%
- Cmt/Like other users' posts: 31.0% / 27.6%
- Use Messenger: 26.9% / 23.4%

■ Trade Area ■ Benchmark

TWITTER
33.8% currently use
Index: **115**

Top Activities (Daily)

- Read tweets: 16.7% / 14.2%
- Watch videos: 6.9% / 6.4%
- Tweet: 5.2% / 4.4%

■ Trade Area ■ Benchmark

INSTAGRAM
41.4% currently use
Index: **107**

Top Activities (Daily)

- View photos/videos: 7.6% / 8.5%
- Like photos/videos: 6.8% / 6.7%
- Send direct messages: 3.7% / 3.7%

■ Trade Area ■ Benchmark

LINKEDIN
42.6% currently use
Index: **103**

Top Activities (Weekly)

- Read your newsfeed: 4.8% / 4.7%
- View a job posting: 3.8% / 3.9%
- Create a connection: 2.7% / 2.9%

■ Trade Area ■ Benchmark

YOUTUBE
69.2% currently use
Index: **99**

Top Activities (Daily)

- Watch videos: 26.8% / 28.0%
- Like/dislike videos: 8.2% / 8.1%
- Watch live videos: 6.5% / 6.8%

■ Trade Area ■ Benchmark

SNAPCHAT
15.2% currently use
Index: **117**

Top Activities (Weekly)

- Receive photos/videos: 7.2% / 6.6%
- Send direct text messages: 6.2% / 5.9%
- Send photos/videos: 6.2% / 5.7%

■ Trade Area ■ Benchmark

WHATSAPP
39.7% currently use
Index: **93**

Top Activities (Daily)

- Send/receive images: 5.4% / 6.0%
- Use group chats: 4.9% / 4.6%
- Send/receive messages: 4.7% / 5.7%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen and ranked by percent composition

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

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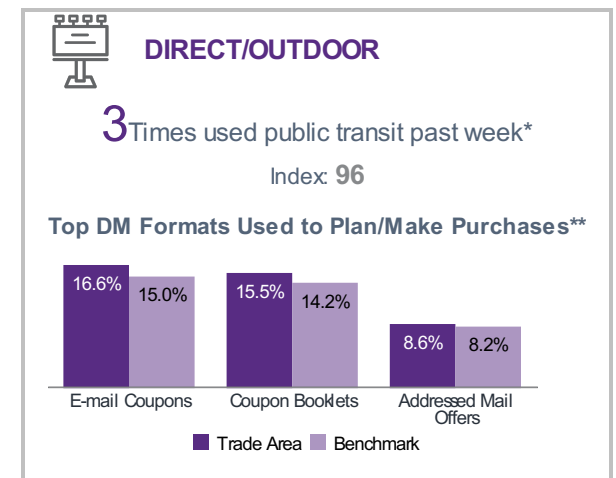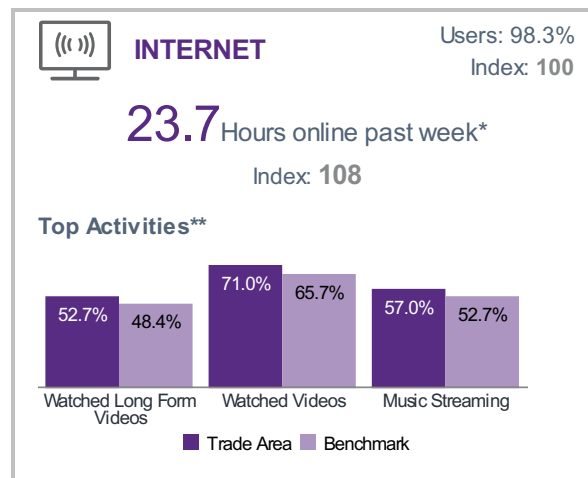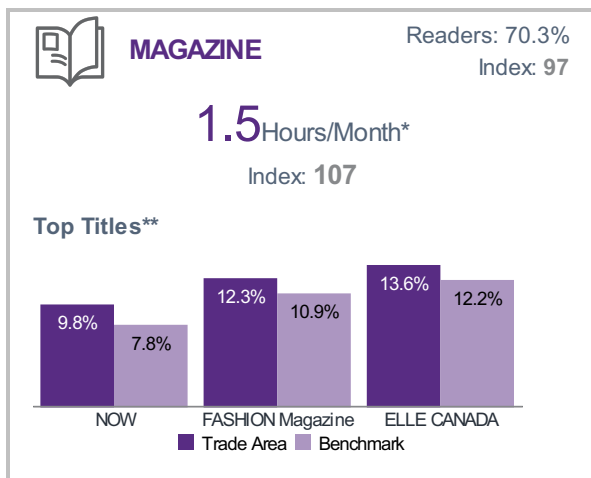(https://en.environicsanalytics.ca/Envision/About/1/2021)

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

Opticks Social | Social Media Usage

Trade Area: Kitchener - Belmont Village

Household Population 18+: 20,114

FRIENDS IN ALL SM NETWORKS

32.9%
Index:93

0-49 friends

FREQUENCY OF USE (DAILY)

58.5%
Index:104

Facebook

BRAND INTERACTION

36.3%
Index:106

Like brand on Facebook

NO. OF BRANDS INTERACTED

29.4%
Index:96

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
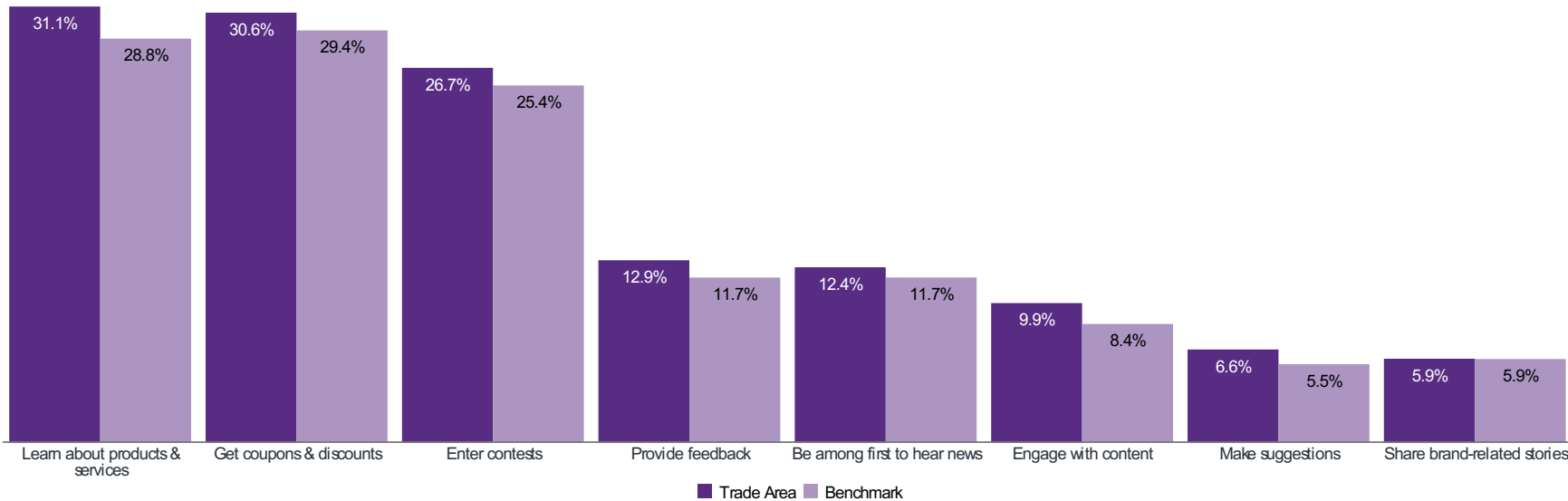
	Trade Area	Benchmark
Learn about products & services	31.1%	28.8%
Get coupons & discounts	30.6%	29.4%
Enter contests	26.7%	25.4%
Provide feedback	12.9%	11.7%
Be among first to hear news	12.4%	11.7%
Engage with content	9.9%	8.4%
Make suggestions	6.6%	5.5%
Share brand-related stories	5.9%	5.9%

■ Trade Area　■ Benchmark

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

19

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Belmont Village

Total Household Population 18+: 20,114

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

% Comp **88.5**   Index **101**

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

% Comp **48.3**   Index **100**

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

% Comp **84.9**   Index **101**

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

% Comp **41.3**   Index **100**

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

% Comp **58.2**   Index **103**

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

% Comp **29.9**   Index **99**

Benchmark: Southern Ontario

Ranked by percent composition.

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

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

Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Belmont Village

Total Household Population 18+: 20,114

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)
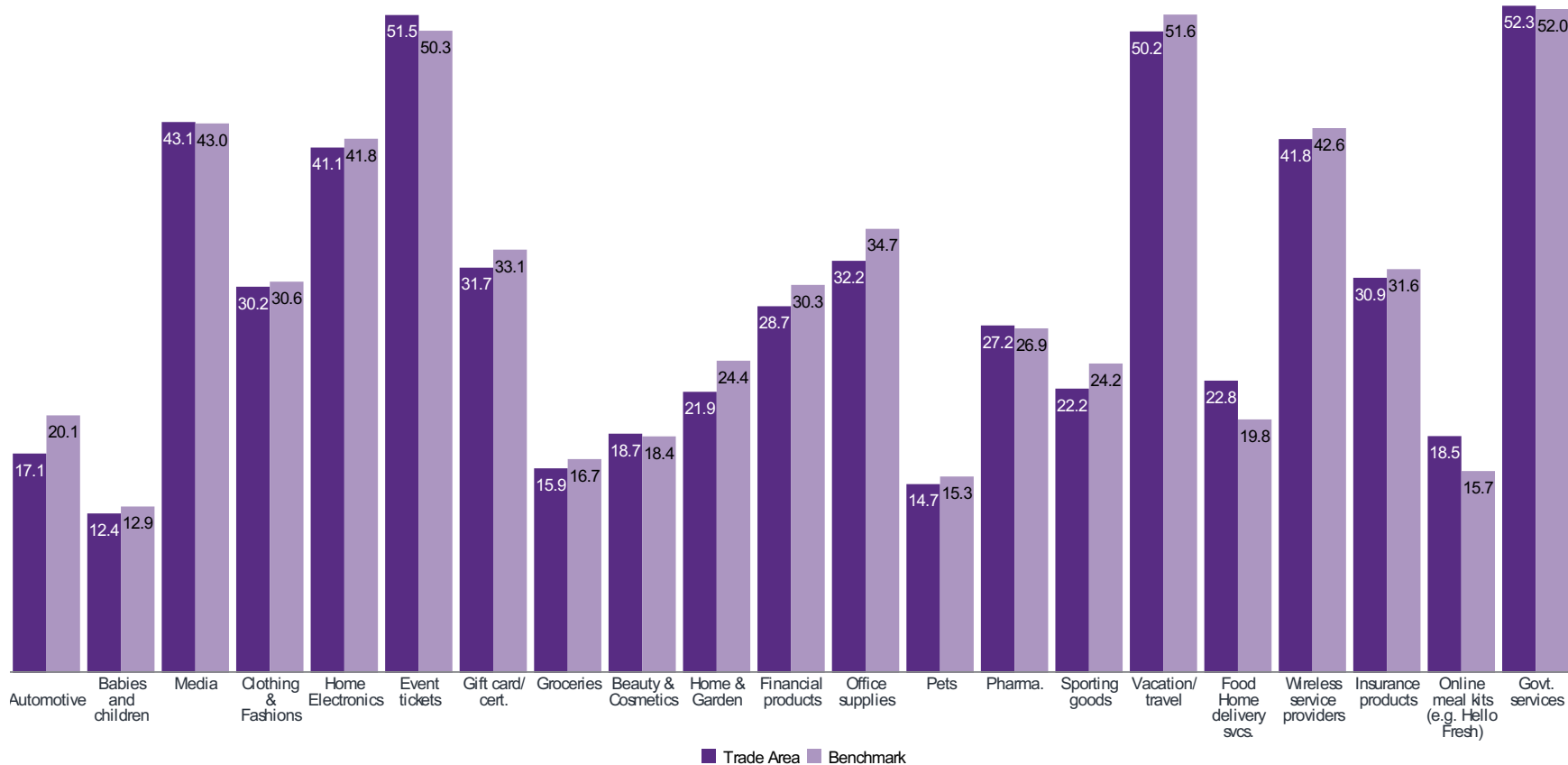
Category	Trade Area	Benchmark
Automotive	17.1	20.1
Babies and children	12.4	12.9
Media	43.1	43.0
Clothing & Fashions	30.2	30.6
Home Electronics	41.1	41.8
Event tickets	51.5	50.3
Gift card/cert.	31.7	33.1
Groceries	15.9	16.7
Beauty & Cosmetics	18.7	18.4
Home & Garden	21.9	24.4
Financial products	28.7	30.3
Office supplies	32.2	34.7
Pets	14.7	15.3
Pharma.	27.2	26.9
Sporting goods	22.2	24.2
Vacation/travel	50.2	51.6
Food Home delivery svcs.	22.8	19.8
Wireless service providers	41.8	42.6
Insurance products	30.9	31.6
Online meal kits (e.g. Hello Fresh)	18.5	15.7
Govt. services	52.3	52.0

■ Trade Area   ■ Benchmark

Index Colours:	<80	80 - 110	110+

22

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Kitchener - Belmont Village

Total Household Population 18+: 20,114

BEHAVIOURAL PREFERENCES BY CHANNEL

CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	61.9% Index:**101**	38.5% Index:**104**	13.8% Index:**112**	2.9% Index:**90**
Purchase preference	76.7% Index:**102**	30.2% Index:**99**	10.5% Index:**107**	2.6% Index:**100**
Customer Service	64.4% Index:**104**	18.9% Index:**106**	7.0% Index:**122**	20.3% Index:**94**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	2.0%	4.8%	10.7%	10.2%	4.4%	2.2%
Benchmark	2.0%	4.5%	10.8%	9.5%	4.4%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home Electronics & Computers Deep Dive

Trade Area: Kitchener - Belmont Village

Total Household Population 18+: 20,114

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	49.5% Index:98	55.0% Index:100	17.1% Index: 109	9.2% Index: 112
Purchase preference	68.3% Index: 100	41.1% Index:98	11.5% Index:104	6.4% Index: 99
Customer Service	57.2% Index:101	26.6% Index:107	8.8% Index: 119	36.4% Index: 99

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	4.3%	6.1%	5.7%	6.1%	6.6%
Benchmark	4.3%	6.4%	6.2%	6.1%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive
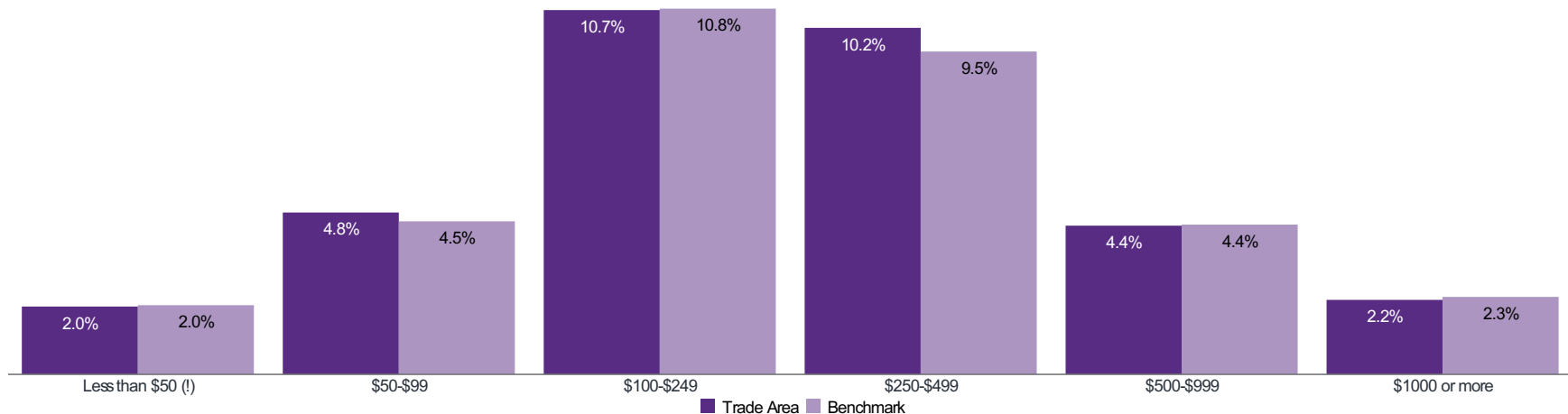
ENVIRONICS ANALYTICS

Trade Area: Kitchener - Belmont Village

Total Household Population 18+: 20,114

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	48.5% Index:**102**	35.5% Index:**101**	10.5% Index:**96**	3.5% Index:**98**
Purchase preference	61.5% Index:**102**	31.7% Index:**96**	8.3% Index:**95**	3.6% Index:**116**
Customer Service	44.5% Index:**105**	20.9% Index:**102**	6.3% Index:**103**	27.2% Index:**98**

AMOUNT SPENT [PST 12 MTHS]
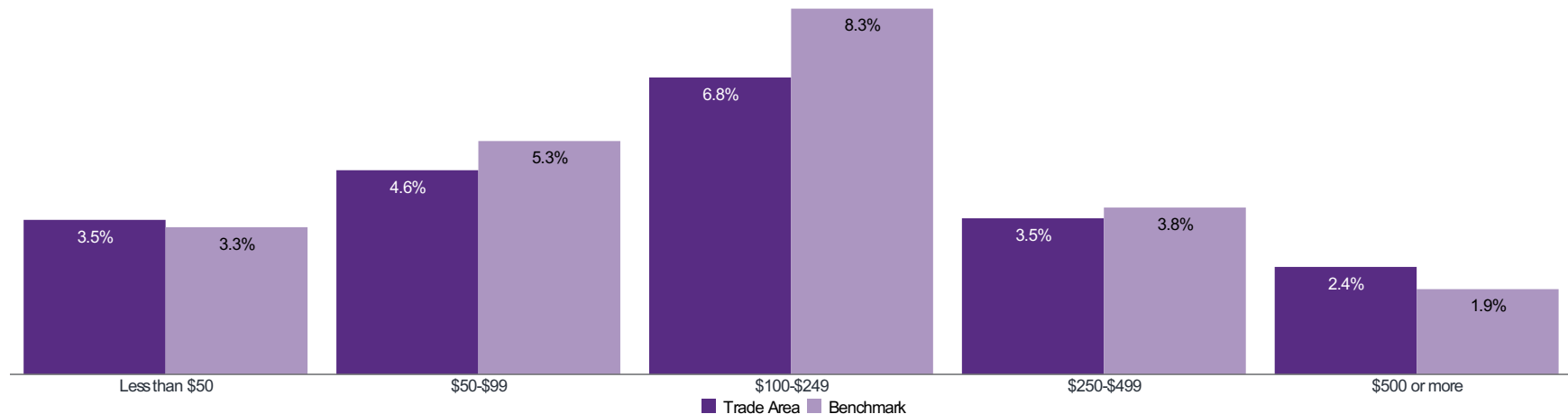
	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	3.5%	4.6%	6.8%	3.5%	2.4%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

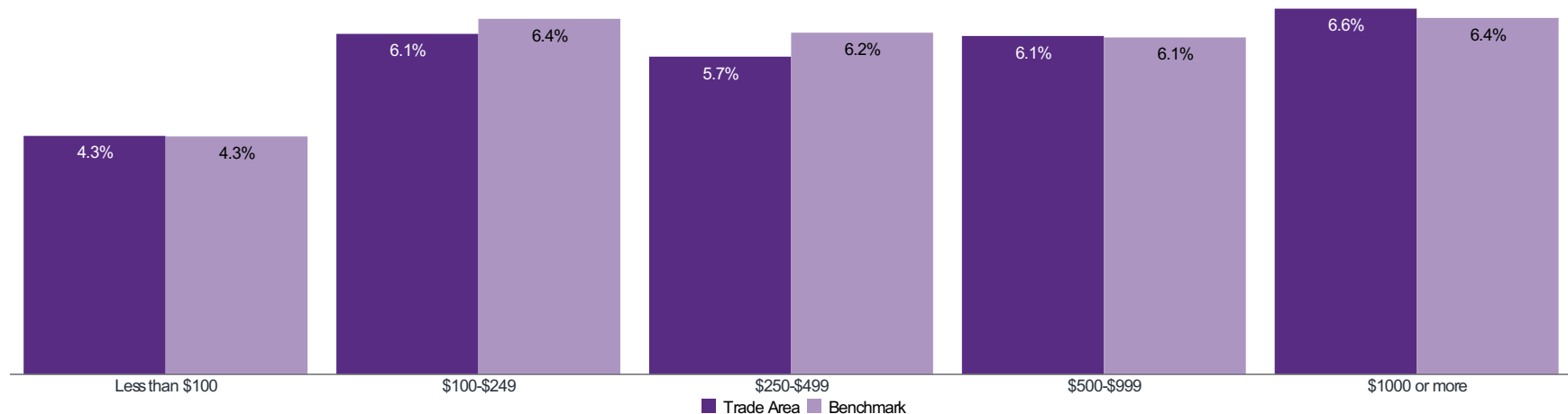| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Groceries Deep Dive

Trade Area: Kitchener - Belmont Village

Total Household Population 18+: 20,114

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	71.5% Index:99	26.7% Index:108	12.2% Index:110	3.5% Index:130
Purchase preference	83.7% Index:100	15.9% Index:96	6.8% Index:109	2.6% Index:105
Customer Service	71.2% Index:102	11.9% Index:103	4.5% Index:112	18.6% Index:100

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	2.1%	2.1%	3.9%	3.9%	4.0%	6.9%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	6.9%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Beauty & Cosmetics Deep Dive

Trade Area: Kitchener - Belmont Village

Total Household Population 18+: 20,114

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	36.9% Index:104	24.6% Index:112	9.0% Index:111	2.9% Index:102
Purchase preference	47.7% Index:103	18.7% Index:101	7.0% Index:110	2.4% Index:104
Customer Service	38.4% Index:106	12.7% Index:101	4.8% Index:111	14.9% Index:102

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	3.5%	3.4%	5.6%	2.2%	1.3%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

(!) 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: Kitchener - Belmont Village

Total Household Population 18+: 20,114

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	48.1% Index:93	35.4% Index:93	10.6% Index:93	5.7% Index:100
Purchase preference	64.3% Index:94	21.9% Index:90	6.6% Index:94	3.0% Index:83
Customer Service	51.8% Index:96	15.3% Index:96	5.0% Index:104	21.1% Index:93

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.9%	3.0%	3.7%	2.9%	2.3%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Sporting Goods Deep Dive
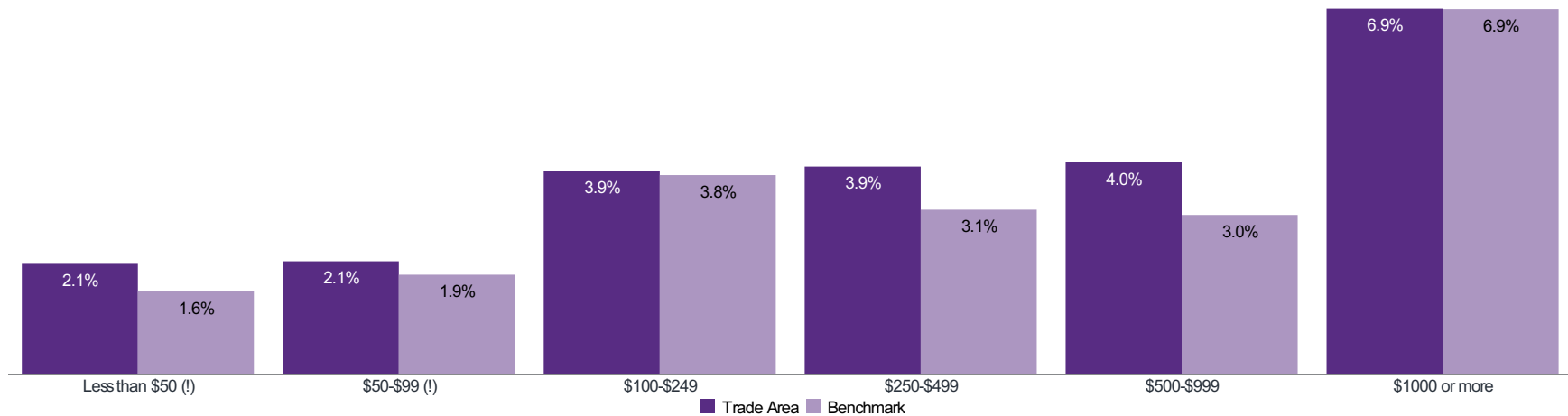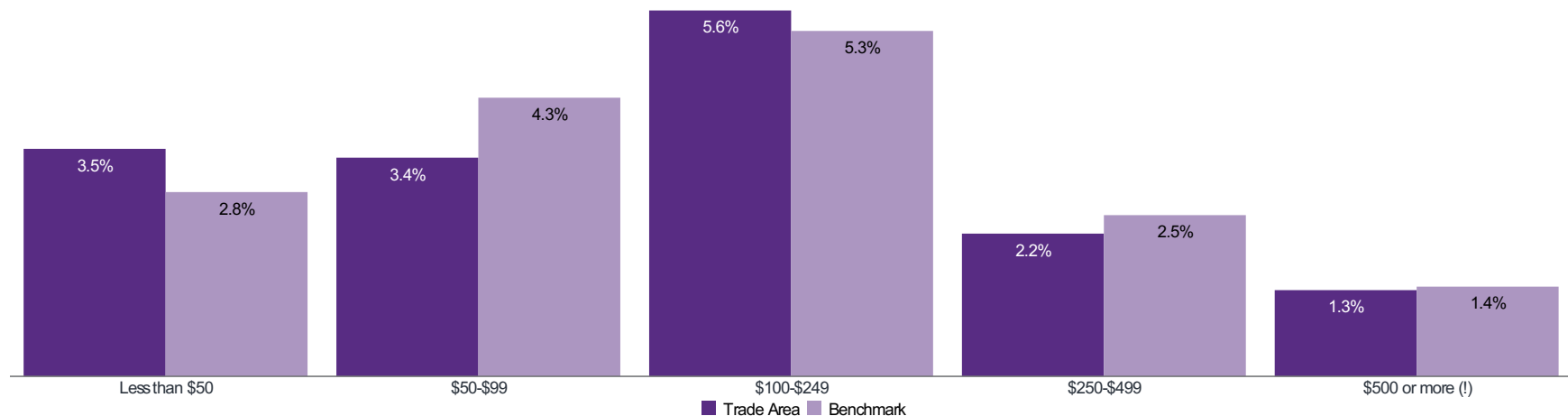
ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Belmont Village

Total Household Population 18+: 20,114

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	38.9% Index:**100**	30.7% Index:**95**	10.8% Index:**103**	4.8% Index:**123**
Purchase preference	50.0% Index:**96**	22.2% Index:**92**	7.6% Index:**101**	2.9% Index:**95**
Customer Service	41.5% Index:**99**	15.1% Index:**100**	5.8% Index:**112**	18.6% Index:**91**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.1%	2.7%	4.2%	2.5%	2.0%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ Trade Area ■ Benchmark

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

Index Colours:	<80	80 - 110	110+

29

Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Kitchener - Belmont Village

Total Household Population 18+: 20,114

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	20.7% Index:**101**	57.6% Index:**99**	16.8% Index:**112**	13.6% Index:**85**
Purchase preference	29.2% Index:**101**	50.2% Index:**97**	6.6% Index:**104**	15.4% Index:**86**
Customer Service	30.8% Index:**106**	28.3% Index:**103**	6.8% Index:**98**	43.4% Index:**99**

AMOUNT SPENT [PST 12 MTHS]

Range	Trade Area	Benchmark
Less than $100	2.7%	2.3%
$100-$249 (!)	1.0%	1.1%
$250-$499 (!)	2.1%	1.6%
$500-$999	3.5%	2.7%
$1000 or more	10.8%	11.6%

■ Trade Area ■ Benchmark
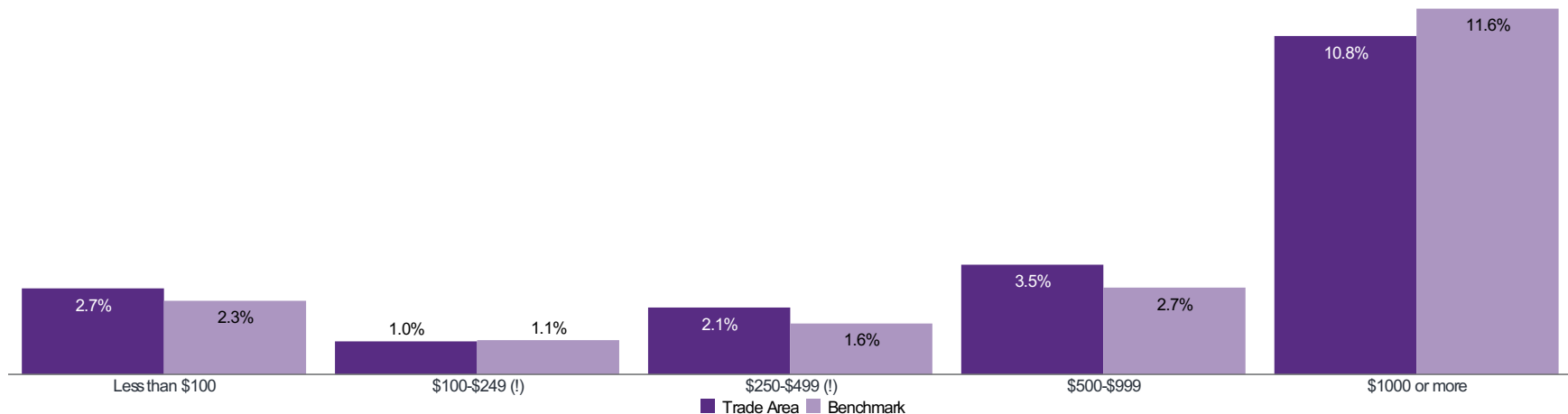
Benchmark: Southern Ontario

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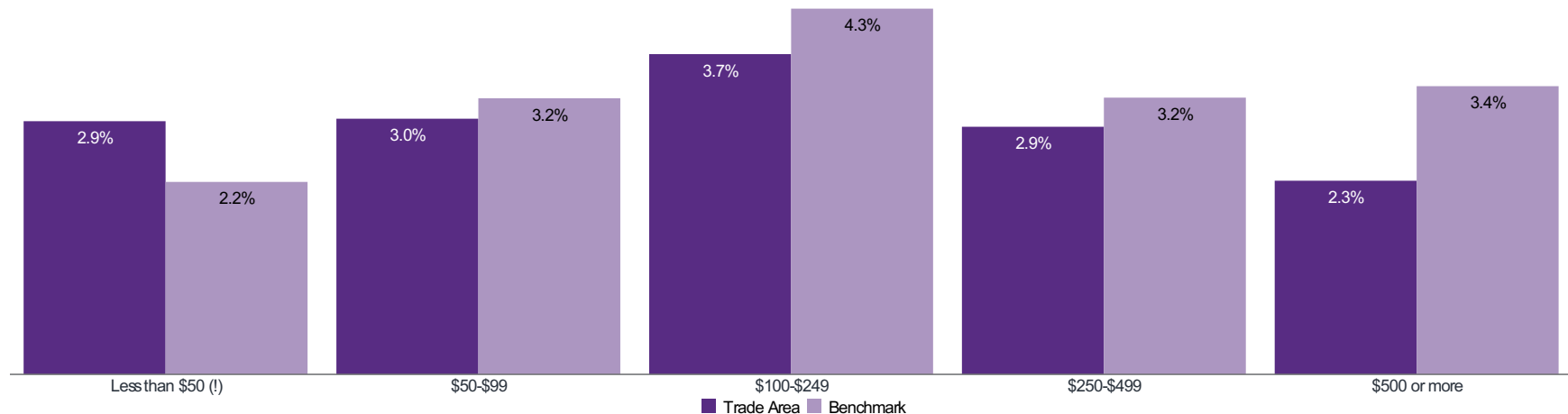*(!) Indicates variables with low sample size. Please analyze with discretion.*

Index Colours:	<80	80 - 110	110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Kitchener - Belmont Village

ENVIRONICS ANALYTICS

Households: 11,443

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY
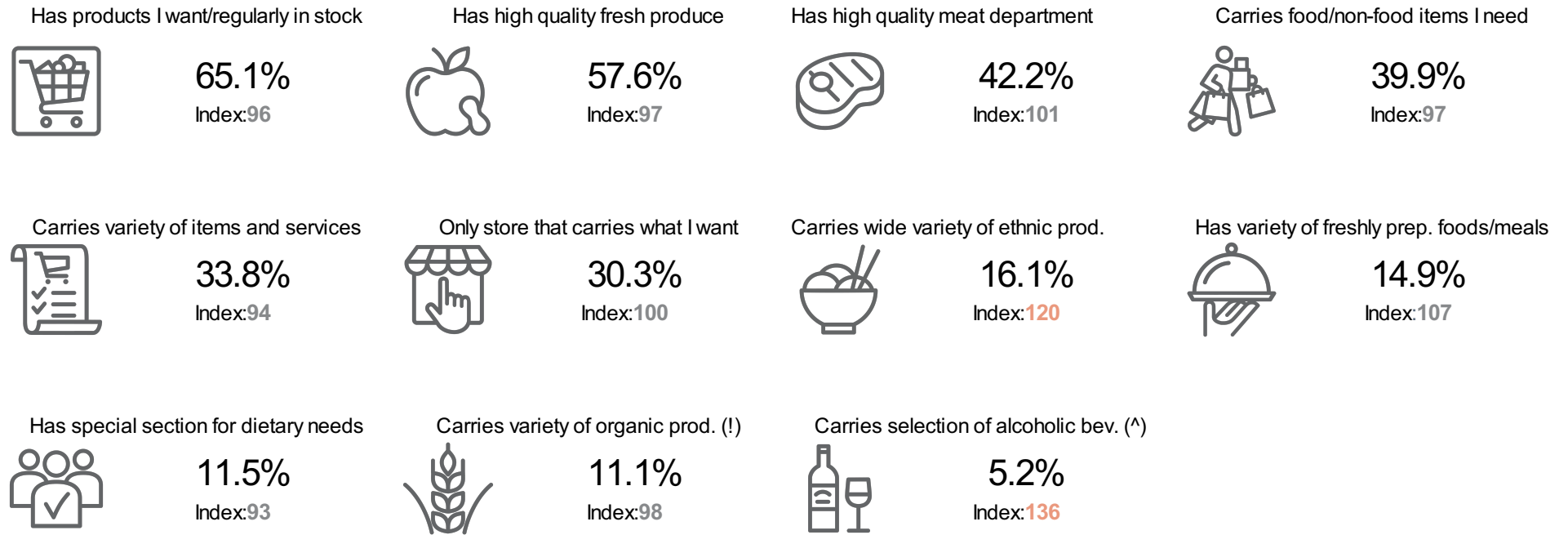
Has products I want/regularly in stock

65.1%
Index: 96

Has high quality fresh produce

57.6%
Index: 97

Has high quality meat department

42.2%
Index: 101

Carries food/non-food items I need

39.9%
Index: 97

Carries variety of items and services

33.8%
Index: 94

Only store that carries what I want

30.3%
Index: 100

Carries wide variety of ethnic prod.

16.1%
Index: 120

Has variety of freshly prep. foods/meals

14.9%
Index: 107

Has special section for dietary needs

11.5%
Index: 93

Carries variety of organic prod. (!)

11.1%
Index: 98

Carries selection of alcoholic bev. (^)

5.2%
Index: 136

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Belmont Village

Households: 11,443

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me

62.2%

Index:**104**

Organized layout makes it easy to shop

41.3%

Index:**99**

Easy to get in and get out quickly

41.2%

Index:**96**

Staff are friendly and knowledgeable

33.2%

Index:**98**

Short checkout lines/fast checkout

32.8%

Index:**92**

Has extended hours

24.7%

Index:**90**

I like the store ambiance

22.5%

Index:**113**

Has self-checkout

12.5%

Index:**91**

Offers an online shopping option (!)

8.8%

Index:**99**

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Kitchener - Belmont Village

Households: 11,443

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Discover good value when shopping

63.8%
Index:**96**

Store has great sales and promotions

60.7%
Index:**90**

Store has the lowest prices overall

55.9%
Index:**96**

Store has a customer loyalty card program

45.7%
Index:**92**

Has loyalty prog. app and offers pers. promos

24.7%
Index:**84**

I'm loyal to their store brands

22.4%
Index:**97**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	43.2	40.2	0.3	108
Leave the store and buy it elsewhere	31.8	30.9	0.3	103
Purchase another brand	18.0	21.2	0.2	85
Purchase another size or variety of the same brand (!)	7.0	7.7	0.3	91

Benchmark: Southern Ontario

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

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

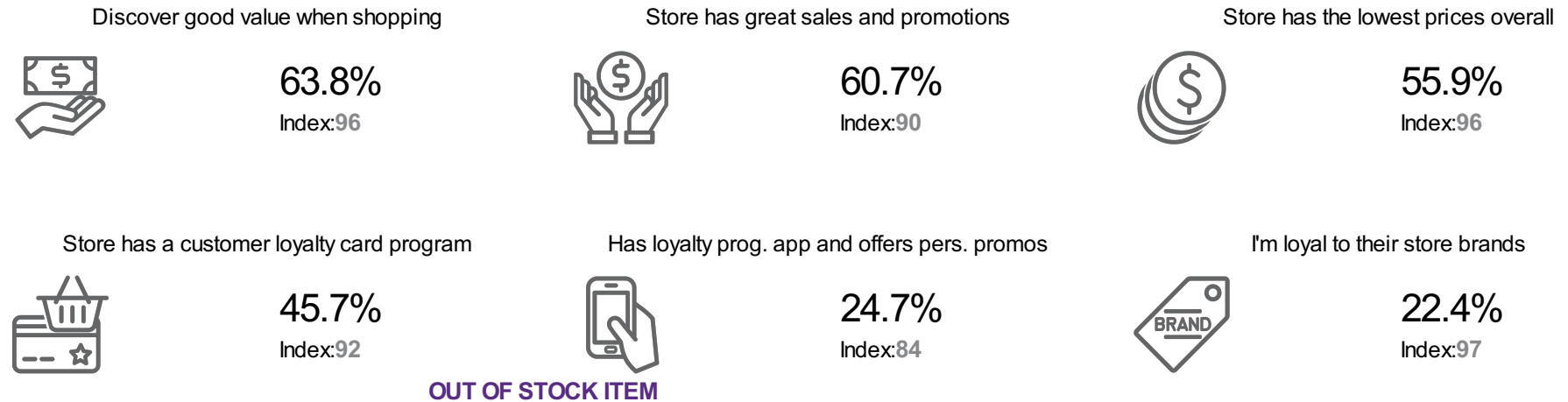| Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 Kitchener - Belmont Village 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%	170,473	100%	0.88%	100	161,260	100%	0.84%	100	142,229	100%	0.74%	100	147,585	100%	0.76%	100	261,871	100%	1.36%	100
3530013	Kitchener, ON (CY)	212,928	1.10%	72,730	42.66%	34.16%	3868	68,005	42.17%	31.94%	3823	63,589	44.71%	29.86%	4053	64,863	43.95%	30.46%	3984	99,390	37.95%	46.68%	3441
3530016	Waterloo, ON (CY)	99,847	0.52%	34,411	20.19%	34.46%	3902	31,600	19.60%	31.65%	3788	29,160	20.50%	29.20%	3964	30,281	20.52%	30.33%	3967	46,798	17.87%	46.87%	3455
3530010	Cambridge, ON (CY)	114,129	0.59%	8,358	4.90%	7.32%	829	7,893	4.89%	6.92%	828	7,520	5.29%	6.59%	894	7,934	5.38%	6.95%	909	15,358	5.86%	13.46%	992
3520005	Toronto, ON (C)	2,568,898	13.31%	5,240	3.07%	0.20%	23	4,637	2.88%	0.18%	22	3,315	2.33%	0.13%	18	4,105	2.78%	0.16%	21	10,654	4.07%	0.41%	31
3523008	Guelph, ON (CY)	121,691	0.63%	4,130	2.42%	3.39%	384	4,354	2.70%	3.58%	428	4,087	2.87%	3.36%	456	3,280	2.22%	2.70%	353	7,912	3.02%	6.50%	479
3530020	Wilmot, ON (TP)	18,259	0.09%	4,209	2.47%	23.05%	2610	3,784	2.35%	20.73%	2481	3,499	2.46%	19.16%	2601	3,717	2.52%	20.36%	2663	6,247	2.39%	34.22%	2522
3530035	Woolwich, ON (TP)	22,045	0.11%	3,900	2.29%	17.69%	2003	3,336	2.07%	15.13%	1812	3,404	2.39%	15.44%	2095	3,127	2.12%	14.18%	1855	5,913	2.26%	26.82%	1977
3539036	London, ON (CY)	349,526	1.81%	1,898	1.11%	0.54%	61	1,933	1.20%	0.55%	66	1,608	1.13%	0.46%	62	1,891	1.28%	0.54%	71	4,357	1.66%	1.25%	92
3525005	Hamilton, ON (C)	483,265	2.50%	2,025	1.19%	0.42%	47	2,239	1.39%	0.46%	55	1,066	0.75%	0.22%	30	1,647	1.12%	0.34%	45	3,718	1.42%	0.77%	57
3521005	Mississauga, ON (CY)	642,951	3.33%	2,006	1.18%	0.31%	35	1,996	1.24%	0.31%	37	1,679	1.18%	0.26%	35	1,489	1.01%	0.23%	30	3,717	1.42%	0.58%	43

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2019 Kitchener - Belmont Village 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
20,727	11,439	55.2	11,758	56.7	11,402	55.0	10,815	52.2	14,646	70.7

2019 Kitchener - Belmont Village Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	264,860	14,646	5.5	250,214	94.5

2020 Kitchener - Belmont Village 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%	90,270	100%	0.47%	100	134,574	100%	0.70%	100	127,533	100%	0.66%	100	123,656	100%	0.64%	100	215,584	100%	1.12%	100
3530013	Kitchener, ON (CY)	212,928	1.10%	45,463	50.36%	21.35%	4566	61,484	45.69%	28.88%	4142	61,145	47.94%	28.72%	4346	57,136	46.21%	26.83%	4189	90,102	41.79%	42.32%	3789
3530016	Waterloo, ON (CY)	99,847	0.52%	20,279	22.47%	20.31%	4343	28,562	21.22%	28.61%	4103	27,528	21.58%	27.57%	4173	26,619	21.53%	26.66%	4162	42,333	19.64%	42.40%	3796
3530010	Cambridge, ON (CY)	114,129	0.59%	4,024	4.46%	3.53%	754	7,077	5.26%	6.20%	889	6,426	5.04%	5.63%	852	5,477	4.43%	4.80%	749	12,783	5.93%	11.20%	1003
3520005	Toronto, ON (C)	2,568,898	13.31%	1,612	1.79%	0.06%	13	2,993	2.22%	0.12%	17	2,834	2.22%	0.11%	17	2,781	2.25%	0.11%	17	6,519	3.02%	0.25%	23
3530035	Woolwich, ON (TP)	22,045	0.11%	2,235	2.48%	10.14%	2168	3,339	2.48%	15.15%	2173	3,555	2.79%	16.12%	2441	3,643	2.95%	16.52%	2579	6,419	2.98%	29.12%	2607
3523008	Guelph, ON (CY)	121,691	0.63%	1,628	1.80%	1.34%	286	2,729	2.03%	2.24%	322	2,507	1.97%	2.06%	312	2,932	2.37%	2.41%	376	5,702	2.65%	4.69%	420
3530020	Wilmot, ON (TP)	18,259	0.09%	1,980	2.19%	10.84%	2319	2,896	2.15%	15.86%	2275	3,266	2.56%	17.89%	2708	2,574	2.08%	14.10%	2200	4,850	2.25%	26.56%	2378
3521005	Mississauga, ON (CY)	642,951	3.33%	633	0.70%	0.10%	21	1,730	1.29%	0.27%	39	1,230	0.96%	0.19%	29	1,055	0.85%	0.16%	26	2,792	1.30%	0.43%	39
3539036	London, ON (CY)	349,526	1.81%	596	0.66%	0.17%	36	1,247	0.93%	0.36%	51	1,085	0.85%	0.31%	47	959	0.78%	0.27%	43	2,611	1.21%	0.75%	67
3521010	Brampton, ON (CY)	596,084	3.09%	831	0.92%	0.14%	30	1,344	1.00%	0.23%	32	1,640	1.29%	0.28%	42	990	0.80%	0.17%	26	2,553	1.18%	0.43%	38

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2020 Kitchener - Belmont Village 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
20,727	11,433	55.2	12,462	60.1	11,481	55.4	11,298	54.5	14,635	70.6

2020 Kitchener - Belmont Village Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	216,745	14,635	6.8	202,110	93.2

ENVIRONICS
ANALYTICS

2021 Kitchener - Belmont Village 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%	94,728	100%	0.49%	100	150,758	100%	0.78%	100	141,820	100%	0.73%	100	124,185	100%	0.64%	100	222,462	100%	1.15%	100
3530013	Kitchener, ON (CY)	212,928	1.10%	44,039	46.49%	20.68%	4214	63,866	42.36%	29.99%	3840	61,346	43.26%	28.81%	3921	56,634	45.60%	26.60%	4134	86,528	38.90%	40.64%	3526
3530016	Waterloo, ON (CY)	99,847	0.52%	21,913	23.13%	21.95%	4472	32,017	21.24%	32.07%	4106	31,962	22.54%	32.01%	4357	28,680	23.09%	28.72%	4465	44,158	19.85%	44.23%	3837
3530010	Cambridge, ON (CY)	114,129	0.59%	4,059	4.28%	3.56%	725	8,197	5.44%	7.18%	920	7,688	5.42%	6.74%	917	5,460	4.40%	4.78%	744	13,599	6.11%	11.92%	1034
3520005	Toronto, ON (C)	2,568,898	13.31%	1,935	2.04%	0.08%	15	5,154	3.42%	0.20%	26	4,063	2.86%	0.16%	22	1,979	1.59%	0.08%	12	8,612	3.87%	0.34%	29
3523008	Guelph, ON (CY)	121,691	0.63%	1,523	1.61%	1.25%	255	3,242	2.15%	2.66%	341	3,255	2.30%	2.68%	364	3,086	2.48%	2.54%	394	6,159	2.77%	5.06%	439
3530035	Woolwich, ON (TP)	22,045	0.11%	2,294	2.42%	10.41%	2121	2,818	1.87%	12.78%	1637	2,945	2.08%	13.36%	1818	3,227	2.60%	14.64%	2275	4,898	2.20%	22.22%	1928
3530020	Wilmot, ON (TP)	18,259	0.09%	2,333	2.46%	12.78%	2604	3,264	2.16%	17.87%	2289	3,048	2.15%	16.69%	2272	3,124	2.52%	17.11%	2659	4,813	2.16%	26.36%	2287
3521010	Brampton, ON (CY)	596,084	3.09%	898	0.95%	0.15%	31	2,775	1.84%	0.47%	60	2,000	1.41%	0.34%	46	1,802	1.45%	0.30%	47	4,515	2.03%	0.76%	66
3539036	London, ON (CY)	349,526	1.81%	939	0.99%	0.27%	55	1,299	0.86%	0.37%	48	2,245	1.58%	0.64%	87	1,115	0.90%	0.32%	50	3,075	1.38%	0.88%	76
3531011	Stratford, ON (CY)	28,523	0.15%	800	0.84%	2.80%	572	2,127	1.41%	7.46%	955	1,204	0.85%	4.22%	575	1,421	1.14%	4.98%	774	2,820	1.27%	9.89%	858

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2021 Kitchener - Belmont Village 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
20,727	9,669	46.6	10,533	50.8	9,028	43.6	10,686	51.6	11,361	54.8

2021 Kitchener - Belmont Village Visitors Within vs Outside Trade Area
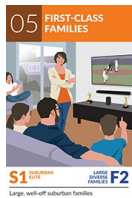### Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	225,519	11,361	5.0	214,158	95.0

ENVIRONICS
ANALYTICS

PRIZM Profile | Top Segments

ENVIRONICS ANALYTICS

Customers: Kitchener Belmont Village - FY 2021: Sum_Unique_Visitors

Total Customers: 204,727

Top 5 segments represent **33.1%** of customers in Southern Ontario

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23 MID-CITY MELLOW
U2 URBAN OLDER | OLDER FAMILIES & EMPTY NESTS M1
Older and mature city homeowners

Rank:	1
Customers:	16,479
Customers %:	8.05
% in Benchmark:	4.63
Index:	174

Mid-City Mellow epitomizes a traditional view of the Canadian Dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, Portugese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of white collar, blue collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy sporting events such as horse racing, hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours as they believe that other cultures have a great deal to teach us (Culture Sampling).

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05 FIRST-CLASS FAMILIES
S1 SUBURBAN ELITE | LARGE DIVERSE FAMILIES F2
Large, well-off suburban families

Rank:	2
Customers:	14,422
Customers %:	7.04
% in Benchmark:	4.16
Index:	169

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

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19 FAMILY MODE
S3 UPPER-MIDDLE SUBURBIA | MIDDLE-AGE FAMILIES F3
Suburban, upscale middle-aged families

Rank:	3
Customers:	13,646
Customers %:	6.67
% in Benchmark:	4.68
Index:	142

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.

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38 STRESSED IN SUBURBIA
S5 MIDDLE-CLASS SUBURBIA | MIDDLE-AGE FAMILIES F3
Middle-income, younger and middle-aged suburban families

Rank:	4
Customers:	11,756
Customers %:	5.74
% in Benchmark:	2.67
Index:	215

Located in the older suburban neighbourhoods of mostly midsize cities, Stressed in Suburbia offers a portrait of busy, working families in the burbs. Nearly 80 percent of households own their homes, a mix of singles, semis and row houses typically built between 1960 and 2000. An above-average two-thirds are third-plus-generation Canadians. But their streets are hardly homogenous: Households may contain couples, families with children and lone-parent families; maintainers range in age from 25 to 54; and children include toddlers and teenagers. Despite moderate educations that rarely go beyond college, many households enjoy solid midscale incomes thanks to the presence of two wage-earners. Most segment members hold blue-collar or service sector jobs. Given the variety of households in Stressed in Suburbia, top-scoring leisure pursuits range from outdoor sports like cross-country skiing and golf to cultural activities like attending country music concerts and dinner theatres. With their tendency for Introspection & Empathy, they seek to understand others in a non-judgmental way, and they score high for donating to cultural, environmental and international organizations.

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11 MODERN SUBURBIA
S2 UPSCALE SUBURBAN DIVERSITY | YOUNG FAMILIES Y3
Multi-ethnic younger and middle-aged suburbanites

Rank:	5
Customers:	11,520
Customers %:	5.63
% in Benchmark:	3.30
Index:	171

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia who arrived in their 20s and 30s and have recently moved to new suburbs near large cities like Toronto, Edmonton, Calgary, Ottawa and Vancouver. More than half the population identify as visible minorities: More than twice the national average identify as Asian, and nearly three times the average identify as South Asian. With their university and college educations, they earn upper-middle-class incomes from a wide range of jobs that afford them new single-family, semi-detached or row houses. And few segments are more mobile: the number of residents who have moved in the last five years is nearly 70 percent above average. Modern Suburbia members have crafted active lifestyles for their relatively large families and participate in many team sports, including basketball and hockey. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums, admitting that Attraction for Crowds is among their strongest values.

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+