

Community Profile: Kitchener – Downtown Kitchener (City Centre & Innovation Districts)

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

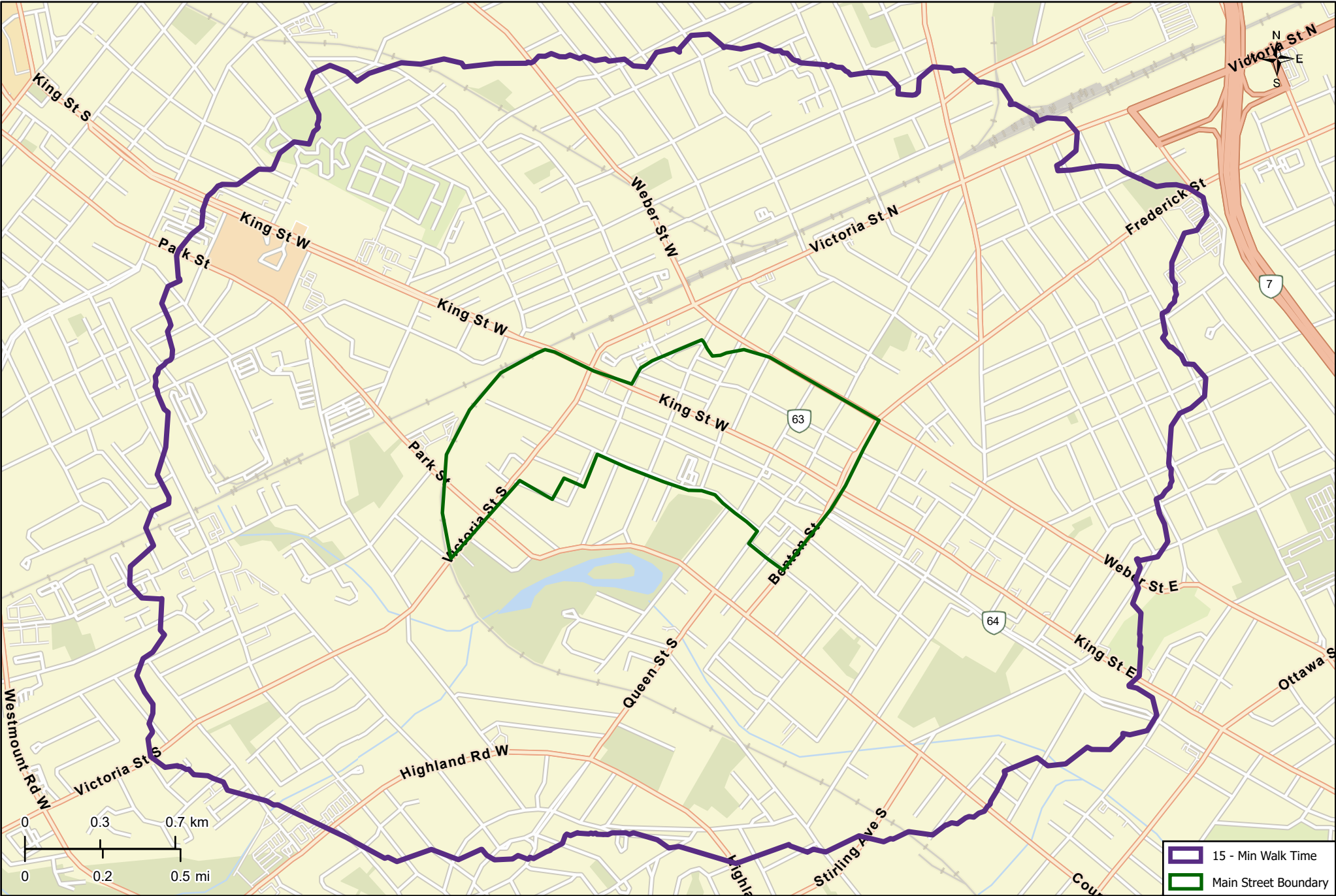
Confidential

Date: February 24, 2022

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Kitchener - Downtown Kitchener (City Centre and Innovation Districts)
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

POPULATION

31,518

HOUSEHOLDS

15,704

MEDIAN MAINTAINER AGE

46

Index: 84

MARITAL STATUS



46.5%

Index: 80

Married/Common-Law

FAMILY STATUS*

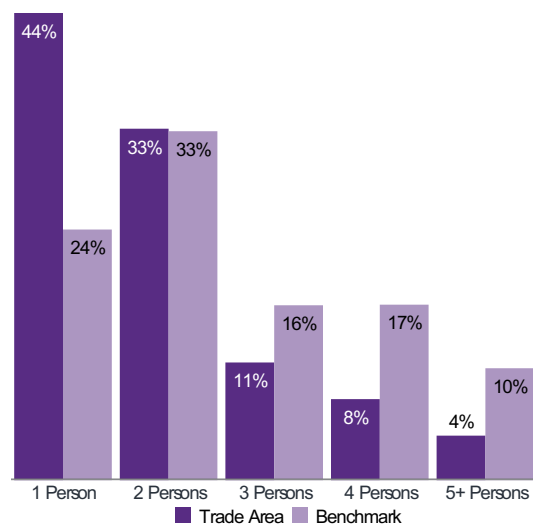


36.3%

Index: 130

Single (Never Legally Married)

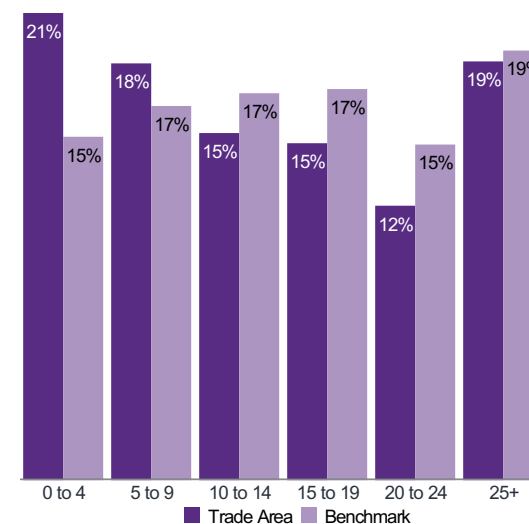
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	1,483	4.7	93
5 to 9	1,326	4.2	78
10 to 14	1,121	3.6	63
15 to 19	1,104	3.5	59
20 to 24	2,032	6.4	97
25 to 29	4,149	13.2	188
30 to 34	3,600	11.4	172
35 to 39	2,719	8.6	133
40 to 44	1,896	6.0	97
45 to 49	1,821	5.8	92
50 to 54	1,739	5.5	84
55 to 59	2,097	6.7	92
60 to 64	1,879	6.0	89
65 to 69	1,493	4.7	84
70 to 74	1,135	3.6	75
75 to 79	787	2.5	76
80 to 84	556	1.8	81
85+	580	1.8	83

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

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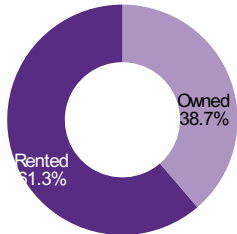
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Population: 31,518 | **Households:** 15,704

TENURE



STRUCTURE TYPE



35.3%

Index: 46



64.6%

Index: 293

AGE OF HOUSING*

60+ Years Old

% Comp: 51.6 Index: 249

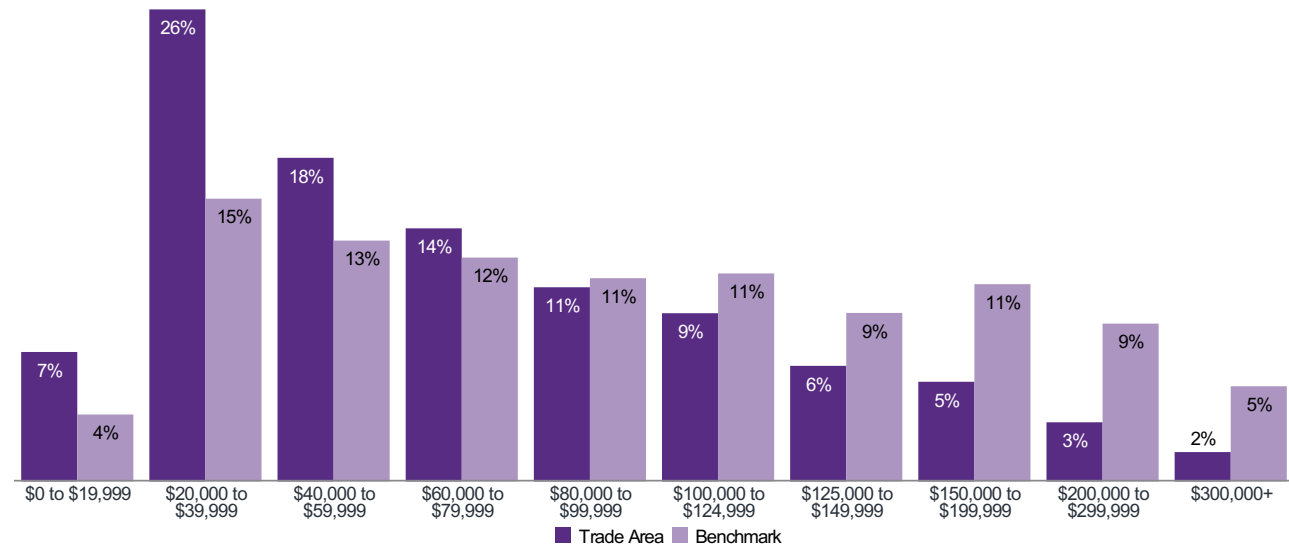
AVERAGE HOUSEHOLD INCOME



\$77,296

Index: 67

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: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Population: 31,518 | **Households:** 15,704

EDUCATION



34.2%

Index: 129

University Degree

LABOUR FORCE PARTICIPATION



67.8%

Index: 104

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



28.9%

Index: 79

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

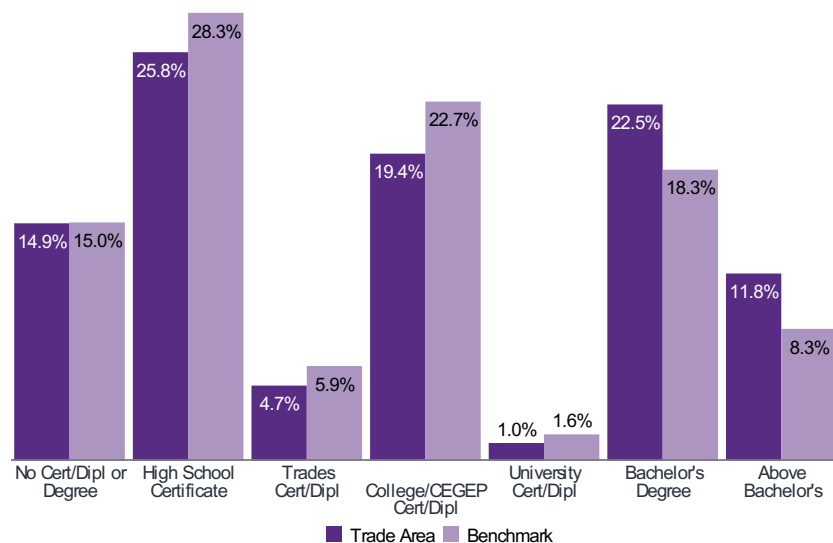


7.0%

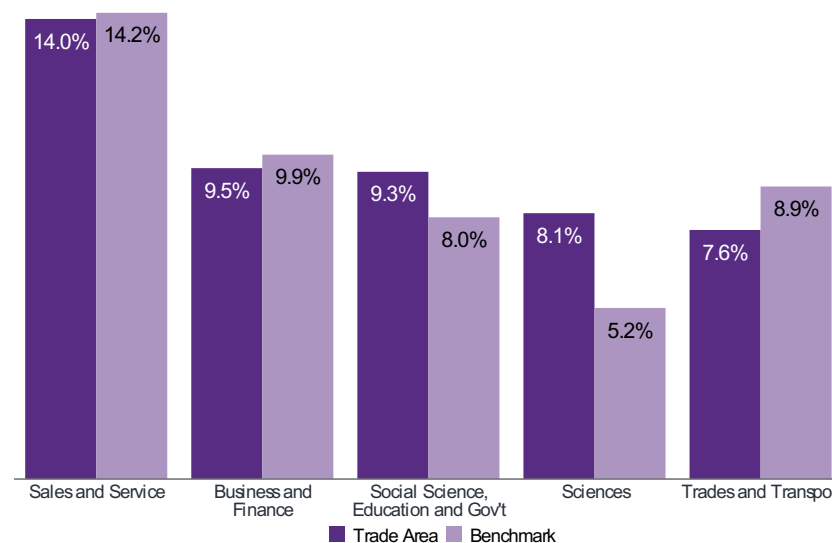
Index: 354

Travel to work by **Walking**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



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*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Population: 31,518 | **Households:** 15,704

ABORIGINAL IDENTITY



2.2%
Index:93

VISIBLE MINORITY PRESENCE



19.4%
Index:67

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



2.0%
Index:100

No knowledge of
English or French

IMMIGRATION



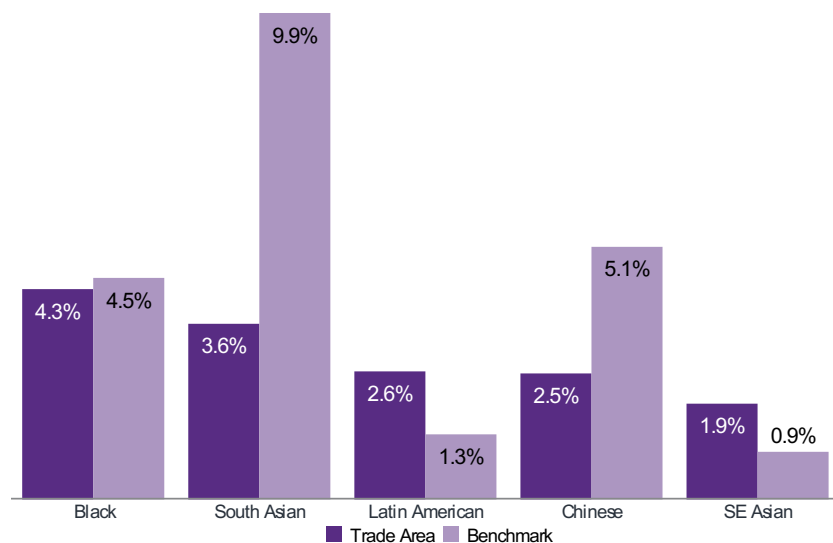
20.8%
Index:79

Born outside Canada

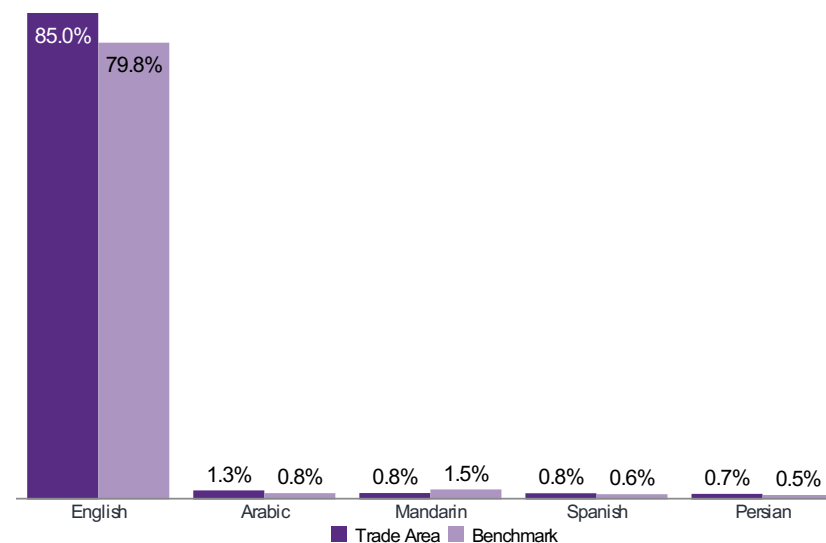
PERIOD OF IMMIGRATION*

Before 2001
10.1% Index:72

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+

PRIZM Profile | Top Segments

Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

ENVIRONICS
ANALYTICS

Households: 15,704

Top 5 segments represent **71.1%** of households in Kitchener - Downtown Kitchener (City Centre & Innovation Districts)



Rank: 1
Hhlds: 3,074
Hhld %: 19.57
% in Benchmark: 0.52
Index: 3,760

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.



Rank: 2
Hhlds: 3,026
Hhld %: 19.27
% in Benchmark: 2.06
Index: 938

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.



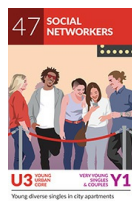
Rank: 3
Hhlds: 2,852
Hhld %: 18.16
% in Benchmark: 3.77
Index: 481

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



Rank: 4
Hhlds: 1,146
Hhld %: 7.29
% in Benchmark: 3.11
Index: 235

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.



Rank: 5
Hhlds: 1,063
Hhld %: 6.77
% in Benchmark: 1.30
Index: 520

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.

Benchmark: Southern Ontario

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Psychographics | SocialValues Overview

Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)



Strong Values

Values	Index
Ecological Concern	125
Culture Sampling	124
Flexible Families	124
Introspection & Empathy	123
Ethical Consumerism	119
Primacy of Environmental Protection	119
Rejection of Inequality	119
Social Learning	119
Rejection of Authority	118
Effort Toward Health	115



Descriptions | Top 3 Strong Values

Ecological Concern

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

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.

Flexible Families

Willingness to accept non-traditional definitions of "family", such as common law and same-sex marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. The belief that society should be open to new definitions of what constitutes a "family".



Weak Values

Values	Index
Religiosity	74
Social Darwinism	76
Legacy	77
Attraction to Nature	78
Primacy of the Family	82
Traditional Family	82
Obedience to Authority	86
Consumption Evangelism	87
Utilitarian Consumerism	87
Importance of Brand	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 "Apatheistic").

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.

Legacy

Desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance.

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

WealthScapes Households: 15,567

INCOME*

Household Income

\$ 77,447

Index: **67**

Household Disposable Income

\$ 62,151

Index: **68**

Household Discretionary Income

\$ 41,214

Index: **64**

Annual RRSP Contributions

\$ 2,574

Index: **72**

WEALTH*



Net Worth

% Holders

99.5% Index: **100**

Balance

\$335,498

Index: **46**

ASSETS*



Savings

% Holders

94.7% Index: **100**

Balance

\$49,666

Index: **65**



Investments

% Holders

50.8% Index: **85**

Balance

\$199,739

Index: **59**



Unlisted Shares

% Holders

10.7% Index: **87**

Balance

\$193,526

Index: **61**



Real Estate

% Holders

42.1% Index: **55**

Balance

\$533,494

Index: **71**



Liquid Assets

% Holders

97.6% Index: **100**

Balance

\$177,376

Index: **54**

DEBT*



Consumer Debt

% Holders

87.5% Index: **96**

Balance

\$34,115

Index: **51**



Mortgage Debt

% Holders

25.3% Index: **55**

Balance

\$217,216

Index: **73**

FINANCIAL RATIO



Debt:Asset

% Holders

0.20% Index: **95**

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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: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

WealthScapes Households: 15,567

FINANCIAL RATIOS*



Debt: Asset

0.20

Index: 95



Debt: Liquid Assets

0.49

Index: 80



Consumer Debt - Discr. Income

0.72

Index: 77



Savings - Investments

0.71

Index: 117



Pension - Non-Pension Assets

0.29

Index: 130



Real Estate Assets - Liq. Assets

1.30

Index: 74



Mortgage - Real Estate Assets

0.24

Index: 101



Mortgage - Consumer Debt

1.84

Index: 80

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Households: 15,704

Total Aggregate Current Consumption: \$903,414,476

Average Current Consumption

\$57,528

Index **70**

Average Household Income










\$77,178

Index **67**

Average Disposable Income

\$61,282

Index **68**

 <p>Shelter</p> <p>Avg. Dollars/Household \$16,359 Index 78</p> <p>Pct. of Total Expenditure 28.4% Index 111</p>	 <p>Food</p> <p>Avg. Dollars/Household \$9,172 Index 72</p> <p>Pct. of Total Expenditure 15.9% Index 102</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$8,201 Index 60</p> <p>Pct. of Total Expenditure 14.3% Index 85</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$3,996 Index 70</p> <p>Pct. of Total Expenditure 6.9% Index 99</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$3,832 Index 70</p> <p>Pct. of Total Expenditure 6.7% Index 100</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$3,071 Index 64</p> <p>Pct. of Total Expenditure 5.3% Index 91</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$3,042 Index 86</p> <p>Pct. of Total Expenditure 5.3% Index 122</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$2,311 Index 70</p> <p>Pct. of Total Expenditure 4.0% Index 99</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$2,289 Index 57</p> <p>Pct. of Total Expenditure 4.0% Index 82</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: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Households: 15,704

Average Household Income

\$77,178

Index **67**

Average Food Expenditure

\$9,172

Index **72**

Average Spend on Food from Restaurants

\$3,165









Index **79**

Average Spend on Food from Stores

\$6,007

Index **69**

Total Aggregate Food Expenditure: \$ 144,036,519

 Bakery Avg. Dollars/Household \$618 Index 71 Pct. of Total Expenditure 10.3% Index 103		 Cereal Products Avg. Dollars/Household \$352 Index 69 Pct. of Total Expenditure 5.9% Index 101		 Fruit and nuts Avg. Dollars/Household \$725 Index 66 Pct. of Total Expenditure 12.1% Index 96	
 Vegetables Avg. Dollars/Household \$656 Index 71 Pct. of Total Expenditure 10.9% Index 103		 Dairy products & Eggs Avg. Dollars/Household \$904 Index 71 Pct. of Total Expenditure 15.0% Index 103		 Meat Avg. Dollars/Household \$958 Index 61 Pct. of Total Expenditure 15.9% Index 89	
 Fish & Seafood Avg. Dollars/Household \$185 Index 63 Pct. of Total Expenditure 3.1% Index 92		 Beverages & Other Food Avg. Dollars/Household \$1,609 Index 73 Pct. of Total Expenditure 26.8% Index 106			

Benchmark: Southern Ontario

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

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

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	12.3	11.0	112
Going to restaurants, bars or night clubs	52.0	55.1	94
Having physical Contact with family and friends	55.5	57.7	96
Participating in group activities	37.8	38.7	98
Partying	16.5	15.8	105
Seeing family and friends in person	62.7	62.8	100
Entertainment			
Attending events, festivals or concerts	39.9	42.9	93
Attending sports events (excludes professional sports)	14.8	18.2	81
Attending to professional sports events or games	26.0	25.4	102
Going to the movies	43.2	45.7	94
Movement & Travel			
Driving more	13.9	16.1	87
Shopping in-store	38.8	42.9	91
Spending time outdoors	31.1	32.5	96
Travelling outside of Canada/ abroad	48.5	53.2	91
Travelling within Canada	46.6	49.9	93
Using public transit	12.6	13.7	92
Personal			
Getting back to old habits	35.1	36.2	97
Going to a salon, barber shop or spa	30.1	33.7	89
Going to the gym	20.5	22.6	91
Education/Work			
Children going back to school	15.6	20.3	77
Going back to work	18.3	17.6	104
Other			
Not Stated	0.3	0.6	54

Benchmark: Southern Ontario

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(Base used for Index calculations)

Index Colours: <80 80 - 110 110+

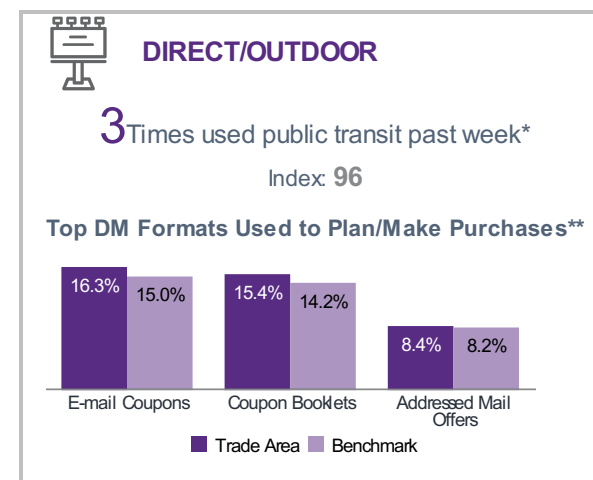
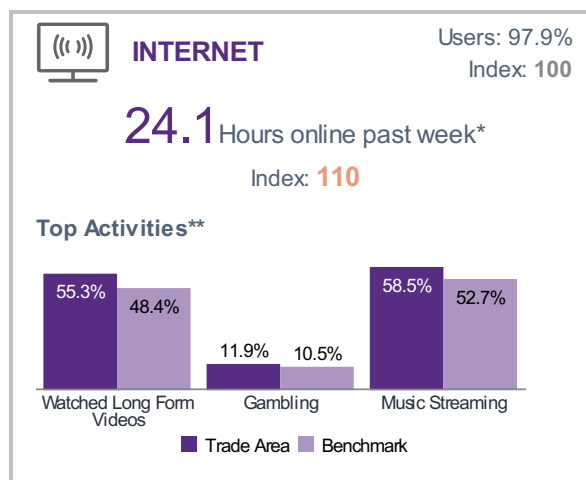
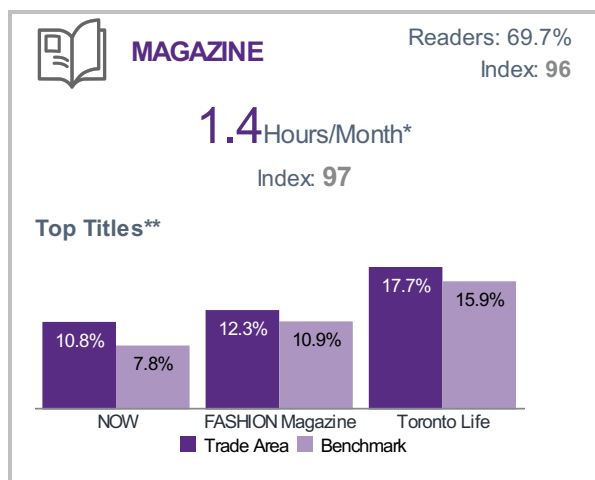
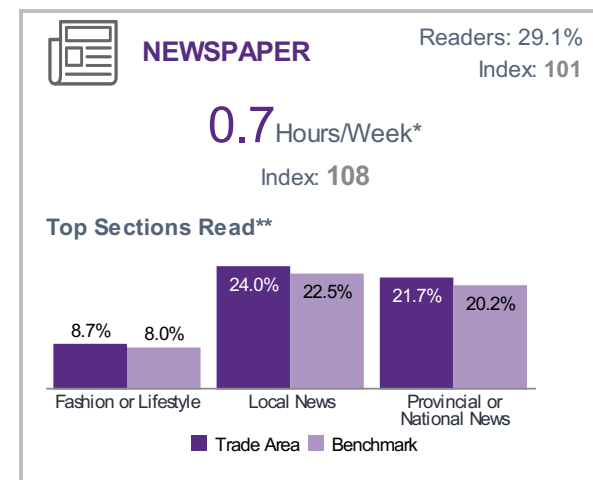
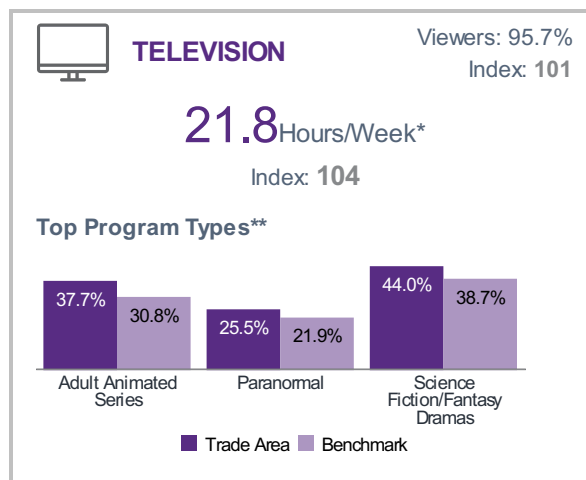
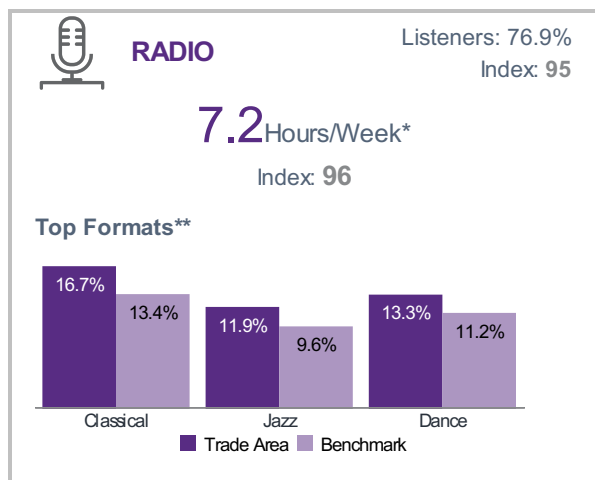
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Household Population 14+: 27,275



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

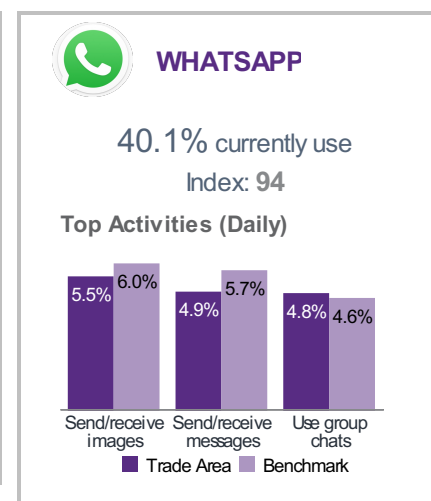
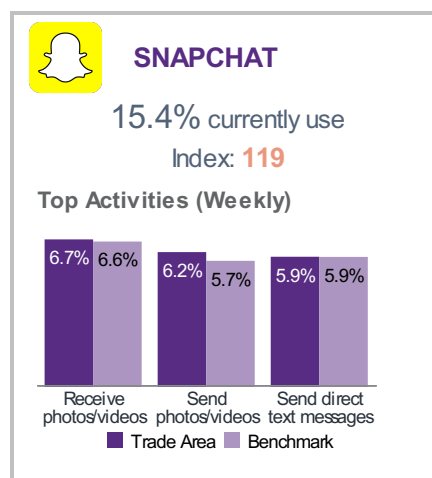
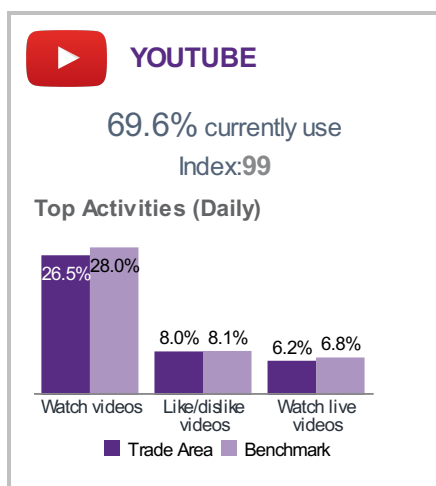
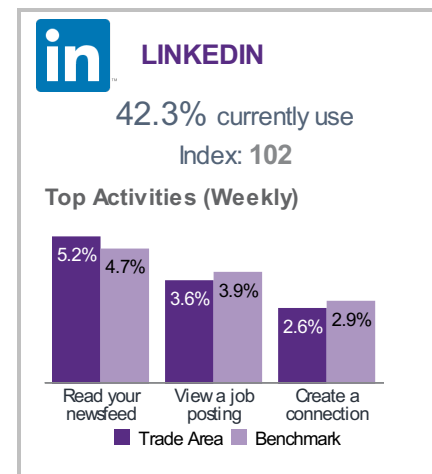
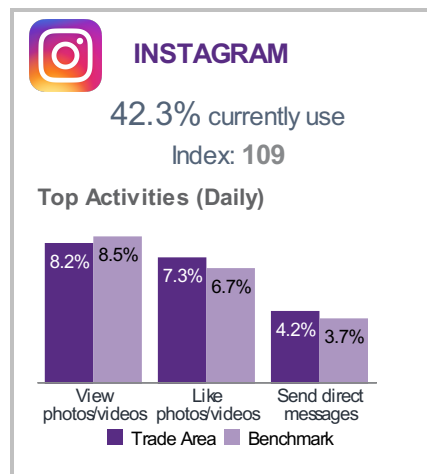
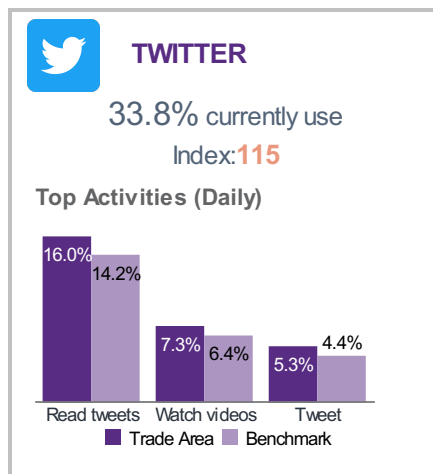
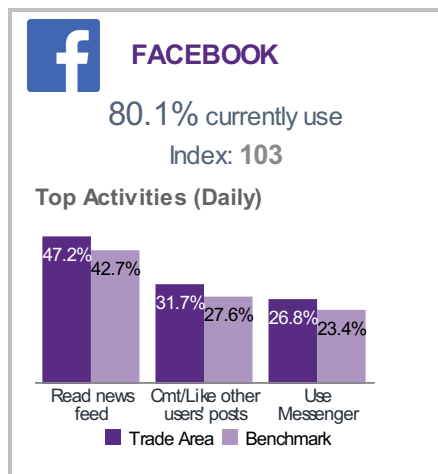
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Household Population 18+: 26,401



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: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Household Population 18+: 26,401

FRIENDS IN ALL SM NETWORKS



33.4%

Index:94

0-49 friends

FREQUENCY OF USE (DAILY)



60.1%

Index:107

Facebook

BRAND INTERACTION



37.8%

Index:110

Like brand on Facebook

NO. OF BRANDS INTERACTED

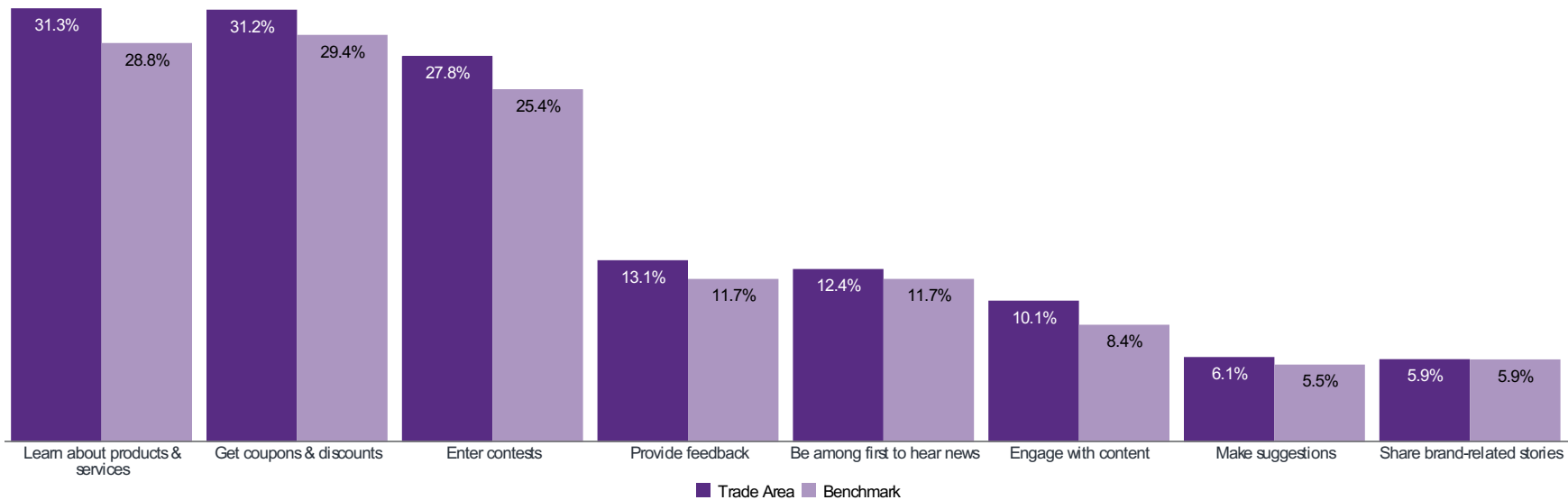


29.1%

Index:95

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

Index Colours: <80 80 - 110 110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Total Household Population 18+:26,401



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

% Comp **88.2** Index **100**



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

% Comp **48.6** 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 **84.4** Index **100**



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

% Comp **39.9** Index **97**



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

% Comp **57.9** Index **102**



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

% Comp **29.0** Index **96**

Benchmark: Southern Ontario

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Ranked by percent composition.

Index Colours:

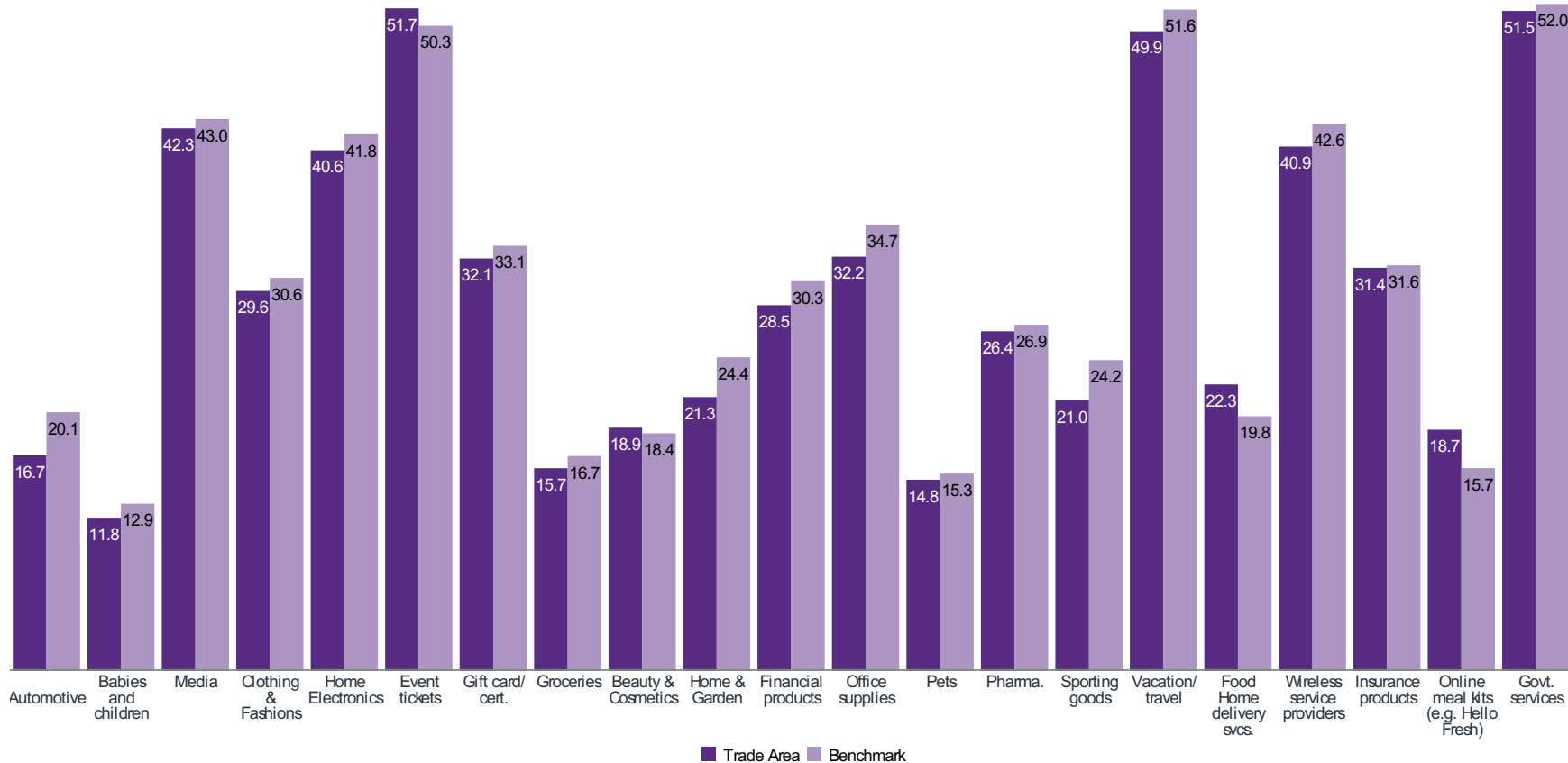
<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Total Household Population 18+:26,401

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

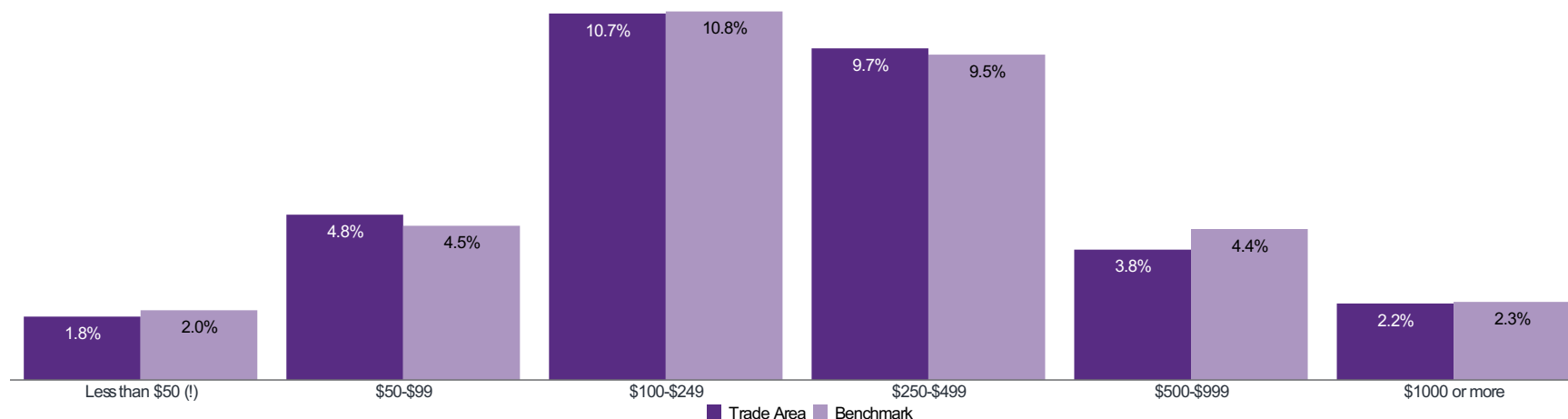
Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Total Household Population 18+: 26,401

BEHAVIOURAL PREFERENCES BY CHANNEL

 CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	63.5% Index:103	37.2% Index:101	13.7% Index:111	3.0% Index:95
Purchase preference	77.4% Index:103	29.6% Index:97	10.5% Index:107	3.0% Index:116
Customer Service	65.0% Index:105	18.2% Index:102	7.4% Index:128	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

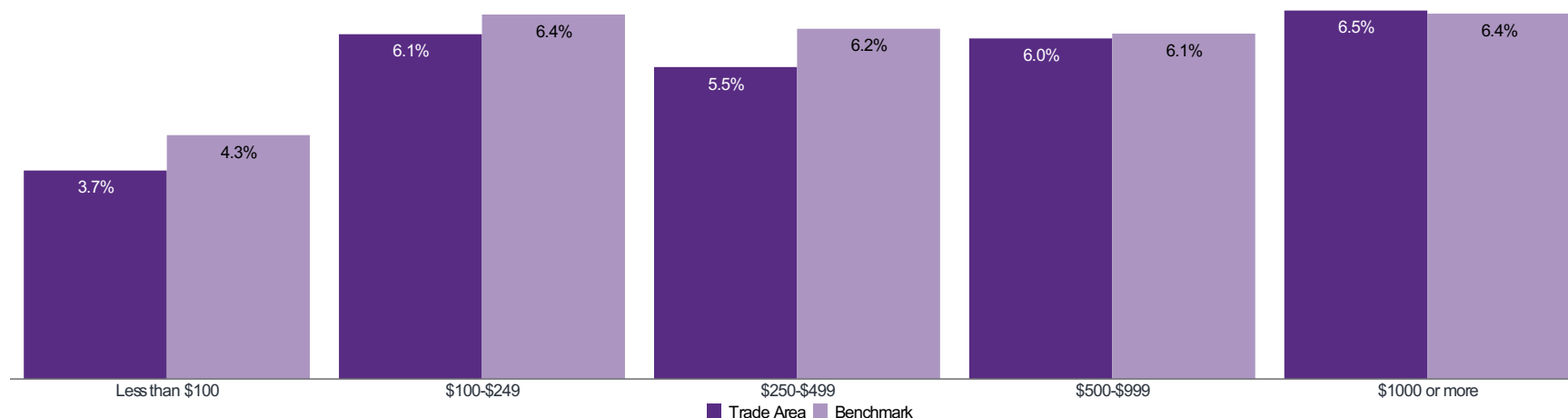
Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Total Household Population 18+: 26,401

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	51.0% Index: 101	54.0% Index: 99	16.8% Index: 108	9.5% Index: 115
Purchase preference	67.3% Index: 98	40.6% Index: 97	12.1% Index: 110	6.7% Index: 104
Customer Service	56.8% Index: 101	26.0% Index: 105	9.0% Index: 121	37.7% Index: 102

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

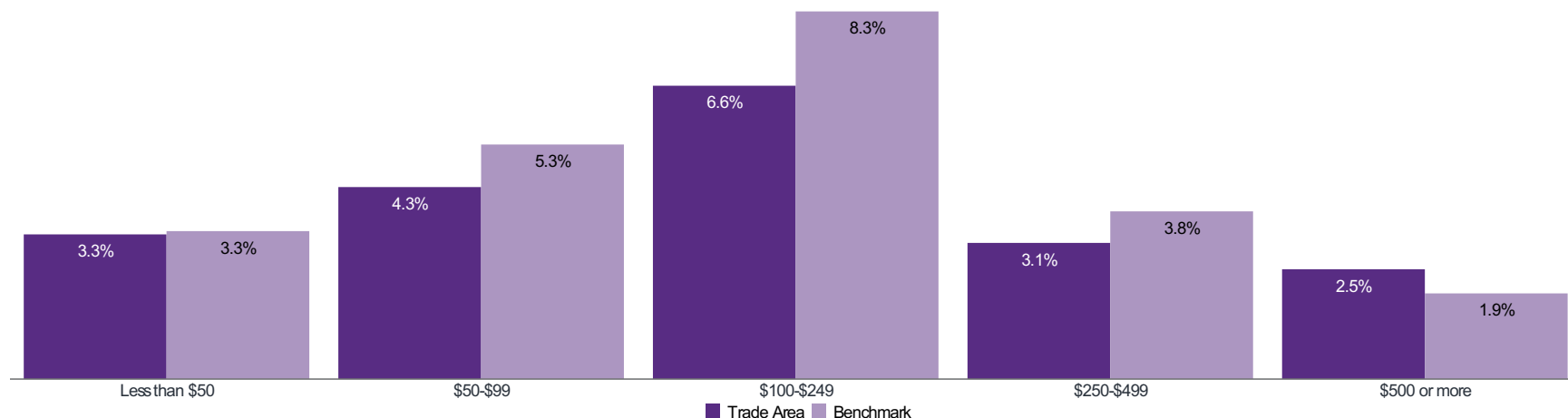
Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Total Household Population 18+: 26,401

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	35.7% Index:102	10.9% Index:99	3.8% Index:109
Purchase preference	61.5% Index:102	32.1% Index:97	8.5% Index:97	3.7% Index:119
Customer Service	44.0% Index:104	21.5% Index:105	6.4% Index:105	27.4% Index:99

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 | Groceries Deep Dive

ENVIRONICS
ANALYTICS

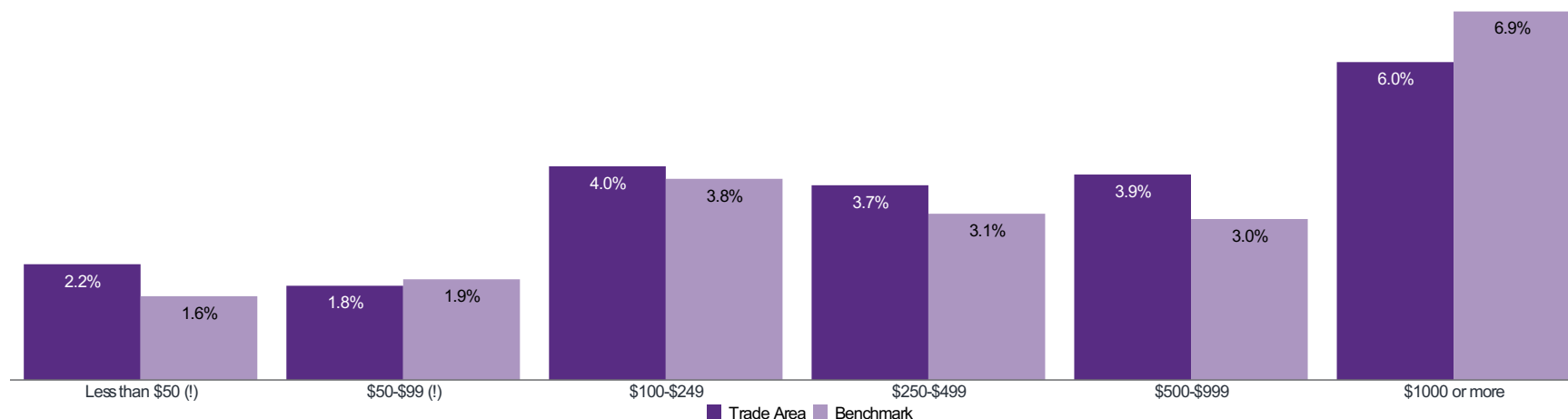
Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Total Household Population 18+: 26,401

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	71.6% Index:99	26.1% Index:106	12.1% Index:109	4.0% Index:149
Purchase preference	83.7% Index:100	15.7% Index:94	7.6% Index:123	2.7% Index:109
Customer Service	70.3% Index:101	11.8% Index:103	4.7% Index:117	19.7% Index:105

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 | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

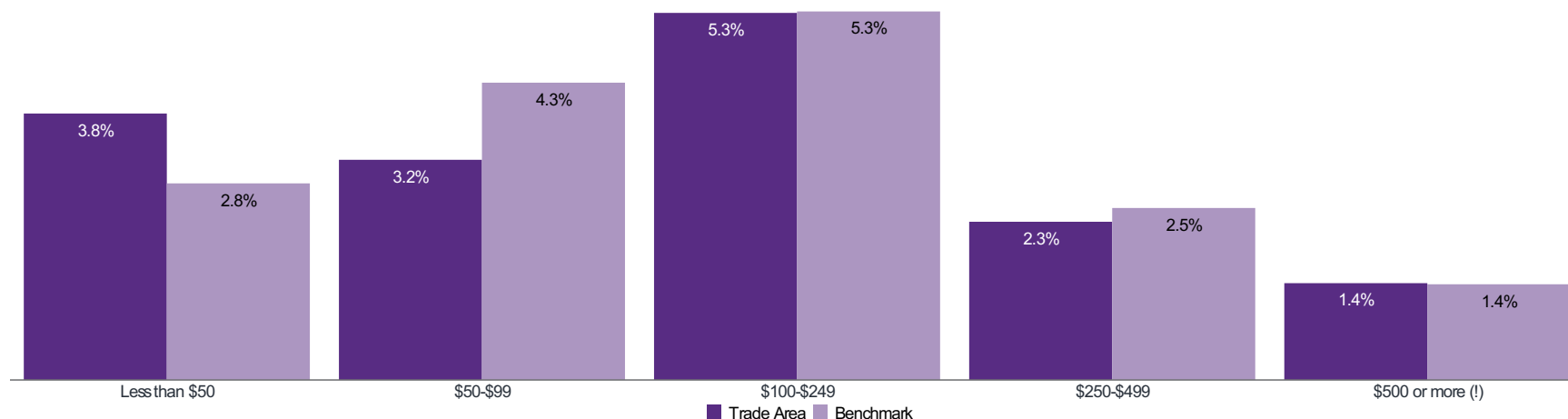
Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Total Household Population 18+: 26,401

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	38.3% Index:108	24.8% Index:113	9.2% Index:113	3.1% Index:111
Purchase preference	48.1% Index:104	18.9% Index:102	7.2% Index:113	2.6% Index:115
Customer Service	38.1% Index:105	13.3% Index:106	4.7% Index:108	15.4% Index:105

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 | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

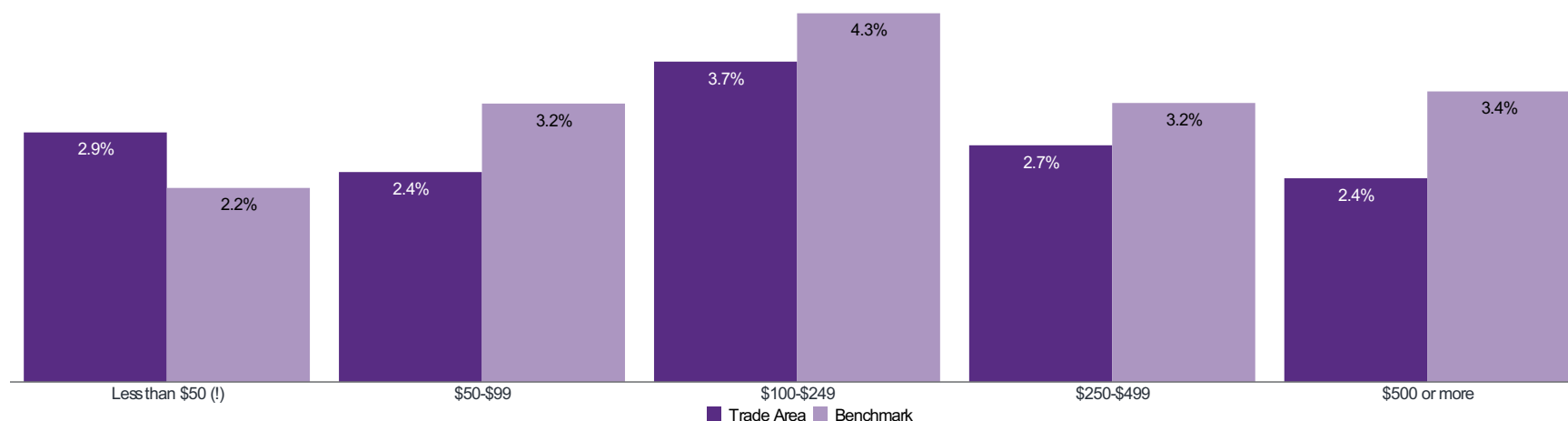
Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Total Household Population 18+: 26,401

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	47.8% Index:92	35.3% Index:93	10.6% Index:93	6.0% Index:104
Purchase preference	63.4% Index:93	21.3% Index:87	7.3% Index:104	2.9% Index:82
Customer Service	50.6% Index:94	15.5% Index:97	5.5% Index:115	21.2% Index:93

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

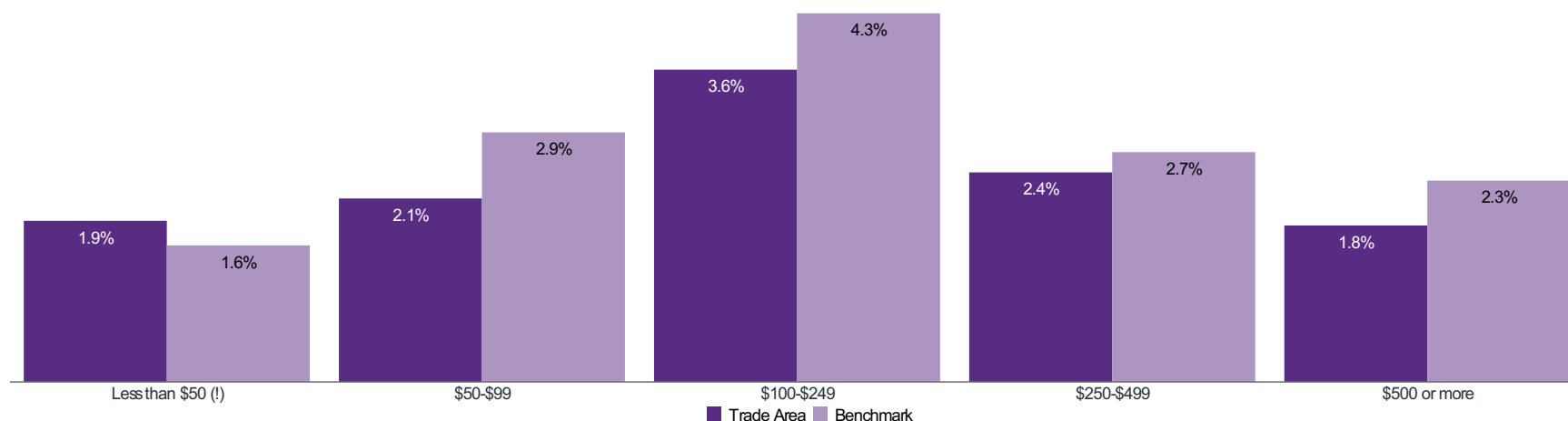
Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Total Household Population 18+: 26,401

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	29.8% Index:92	10.6% Index:100	5.3% Index:136
Purchase preference	49.2% Index:95	21.0% Index:87	8.2% Index:108	3.1% Index:102
Customer Service	40.6% Index:97	14.6% Index:97	5.9% Index:114	18.3% Index:90

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

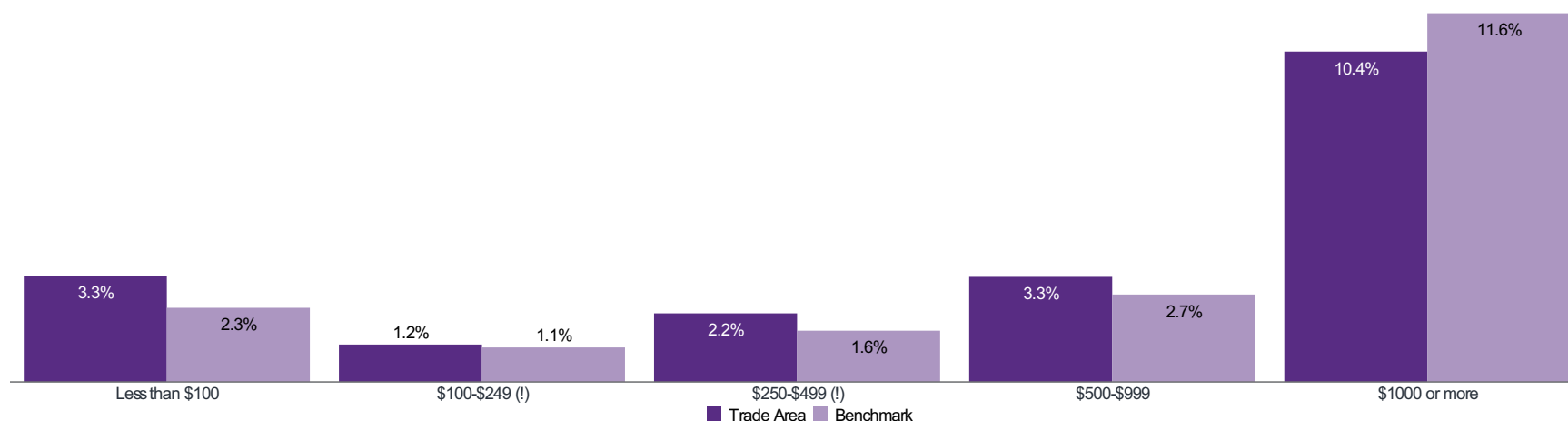
Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Total Household Population 18+: 26,401

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	21.1% Index:103	57.7% Index:99	16.9% Index:113	14.1% Index:87
Purchase preference	29.1% Index:101	49.9% Index:97	7.3% Index:109	14.8% Index:82
Customer Service	31.5% Index:108	28.3% Index:103	7.0% Index:101	43.5% Index:99

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Households: 15,704

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark: Southern Ontario

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

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

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

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Households: 15,704

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



63.5%

Index: 106

Easy to get in and get out quickly



43.3%

Index: 101

Organized layout makes it easy to shop



41.4%

Index: 100

Staff are friendly and knowledgeable



33.5%

Index: 99

Short checkout lines/fast checkout



32.9%

Index: 92

Has extended hours



24.1%

Index: 87

I like the store ambiance



22.8%

Index: 114

Has self-checkout



12.9%

Index: 94

Offers an online shopping option (!)



8.4%

Index: 95

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 - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Downtown Kitchener (City Centre & Innovation Districts)

Households: 15,704

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



65.9%

Index: 100

Store has great sales and promotions



61.4%

Index: 91

Store has the lowest prices overall



60.2%

Index: 104

Store has a customer loyalty card program



46.5%

Index: 94

Has loyalty prog. app and offers pers. promos



28.1%

Index: 96

I'm loyal to their store brands



22.2%

Index: 96

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	44.6	40.2	0.4 111
Leave the store and buy it elsewhere	30.5	30.9	0.4 99
Purchase another brand	18.0	21.2	0.3 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.

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

2019 Kitchener - Downtown City Centre Innovation Districts 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%	404,407	100%	2.10%	100	403,216	100%	2.09%	100	347,019	100%	1.80%	100	363,358	100%	1.88%	100	612,000	100%	3.17%	100
3530013	Kitchener, ON (CY)	212,928	1.10%	135,527	33.51%	63.65%	3038	130,787	32.44%	61.42%	2940	121,610	35.04%	57.11%	3177	125,734	34.60%	59.05%	3137	155,453	25.40%	73.01%	2303
3530016	Waterloo, ON (CY)	99,847	0.52%	56,209	13.90%	56.29%	2687	52,289	12.97%	52.37%	2507	50,733	14.62%	50.81%	2826	49,652	13.66%	49.73%	2642	68,750	11.23%	68.86%	2172
3530010	Cambridge, ON (CY)	114,129	0.59%	33,812	8.36%	29.63%	1414	32,081	7.96%	28.11%	1346	28,189	8.12%	24.70%	1374	32,002	8.81%	28.04%	1490	50,727	8.29%	44.45%	1402
3520005	Toronto, ON (C)	2,568,898	13.31%	22,035	5.45%	0.86%	41	25,794	6.40%	1.00%	48	19,416	5.60%	0.76%	42	20,083	5.53%	0.78%	42	47,099	7.70%	1.83%	58
3523008	Guelph, ON (CY)	121,691	0.63%	17,313	4.28%	14.23%	679	17,200	4.27%	14.13%	677	15,106	4.35%	12.41%	690	15,678	4.31%	12.88%	684	29,087	4.75%	23.90%	754
3525005	Hamilton, ON (C)	483,265	2.50%	9,425	2.33%	1.95%	93	9,403	2.33%	1.95%	93	6,567	1.89%	1.36%	76	7,257	2.00%	1.50%	80	18,099	2.96%	3.75%	118
3521005	Mississauga, ON (CY)	642,951	3.33%	8,872	2.19%	1.38%	66	8,909	2.21%	1.39%	66	6,065	1.75%	0.94%	52	6,882	1.89%	1.07%	57	16,176	2.64%	2.52%	79
3539036	London, ON (CY)	349,526	1.81%	6,604	1.63%	1.89%	90	5,967	1.48%	1.71%	82	5,660	1.63%	1.62%	90	6,687	1.84%	1.91%	102	13,685	2.24%	3.92%	123
3521010	Brampton, ON (CY)	596,084	3.09%	7,592	1.88%	1.27%	61	7,640	1.89%	1.28%	61	4,580	1.32%	0.77%	43	5,665	1.56%	0.95%	50	13,299	2.17%	2.23%	70
3530035	Woolwich, ON (TP)	22,045	0.11%	8,484	2.10%	38.49%	1837	7,391	1.83%	33.53%	1605	8,198	2.36%	37.19%	2069	6,750	1.86%	30.62%	1627	10,804	1.77%	49.01%	1546

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Kitchener - Downtown City Centre Innovation Districts 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
27,024	19,748	73.1	20,064	74.2	18,788	69.5	18,570	68.7	21,960	81.3

2019 Kitchener - Downtown City Centre Innovation Districts 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	622,848	21,960	3.5	600,888	96.5

2020 Kitchener - Downtown City Centre Innovation Districts 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%	201,152	100%	1.04%	100	277,136	100%	1.44%	100	255,157	100%	1.32%	100	294,124	100%	1.52%	100	432,736	100%	2.24%	100
3530013	Kitchener, ON (CY)	212,928	1.10%	91,790	45.63%	43.11%	4137	108,505	39.15%	50.96%	3549	106,071	41.57%	49.82%	3769	111,177	37.80%	52.21%	3427	138,265	31.95%	64.94%	2897
3530016	Waterloo, ON (CY)	99,847	0.52%	30,489	15.16%	30.54%	2930	40,936	14.77%	41.00%	2856	39,059	15.31%	39.12%	2959	47,932	16.30%	48.01%	3150	58,743	13.57%	58.83%	2624
3530010	Cambridge, ON (CY)	114,129	0.59%	15,366	7.64%	13.46%	1292	21,205	7.65%	18.58%	1294	21,986	8.62%	19.26%	1457	23,016	7.83%	20.17%	1323	37,569	8.68%	32.92%	1468
3520005	Toronto, ON (C)	2,568,898	13.31%	6,708	3.33%	0.26%	25	12,056	4.35%	0.47%	33	10,907	4.27%	0.42%	32	13,866	4.71%	0.54%	35	25,217	5.83%	0.98%	44
3523008	Guelph, ON (CY)	121,691	0.63%	9,154	4.55%	7.52%	722	11,767	4.25%	9.67%	674	9,170	3.59%	7.54%	570	12,643	4.30%	10.39%	682	20,709	4.79%	17.02%	759
3521005	Mississauga, ON (CY)	642,951	3.33%	2,209	1.10%	0.34%	33	5,098	1.84%	0.79%	55	4,259	1.67%	0.66%	50	4,533	1.54%	0.71%	46	10,005	2.31%	1.56%	69
3525005	Hamilton, ON (C)	483,265	2.50%	3,448	1.71%	0.71%	68	4,642	1.67%	0.96%	67	3,241	1.27%	0.67%	51	5,146	1.75%	1.06%	70	9,329	2.16%	1.93%	86
3530035	Woolwich, ON (TP)	22,045	0.11%	4,814	2.39%	21.84%	2096	5,743	2.07%	26.05%	1815	6,145	2.41%	27.87%	2109	6,959	2.37%	31.57%	2072	9,121	2.11%	41.37%	1845
3521010	Brampton, ON (CY)	596,084	3.09%	2,184	1.09%	0.37%	35	5,214	1.88%	0.87%	61	3,736	1.46%	0.63%	47	3,996	1.36%	0.67%	44	8,949	2.07%	1.50%	67
3539036	London, ON (CY)	349,526	1.81%	2,199	1.09%	0.63%	60	3,534	1.28%	1.01%	70	3,484	1.37%	1.00%	75	4,323	1.47%	1.24%	81	8,022	1.85%	2.30%	102

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Kitchener - Downtown City Centre Innovation Districts 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
27,024	17,351	64.2	18,066	66.9	17,813	65.9	18,282	67.7	20,938	77.5

2020 Kitchener - Downtown City Centre Innovation Districts 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	436,730	20,938	4.8	415,792	95.2

2021 Kitchener - Downtown City Centre Innovation Districts 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%	212,473	100%	1.10%	100	350,141	100%	1.81%	100	362,060	100%	1.88%	100	264,244	100%	1.37%	100	491,544	100%	2.55%	100
3530013	Kitchener, ON (CY)	212,928	1.10%	91,374	43.00%	42.91%	3899	125,071	35.72%	58.74%	3238	124,982	34.52%	58.70%	3129	110,988	42.00%	52.12%	3808	143,773	29.25%	67.52%	2652
3530016	Waterloo, ON (CY)	99,847	0.52%	33,933	15.97%	33.98%	3087	51,543	14.72%	51.62%	2846	56,503	15.61%	56.59%	3017	40,503	15.33%	40.57%	2963	65,820	13.39%	65.92%	2589
3530010	Cambridge, ON (CY)	114,129	0.59%	15,462	7.28%	13.55%	1231	29,842	8.52%	26.15%	1441	32,458	8.96%	28.44%	1516	22,386	8.47%	19.61%	1433	43,842	8.92%	38.41%	1509
3520005	Toronto, ON (C)	2,568,898	13.31%	8,404	3.96%	0.33%	30	19,091	5.45%	0.74%	41	18,987	5.24%	0.74%	39	9,131	3.46%	0.36%	26	32,844	6.68%	1.28%	50
3523008	Guelph, ON (CY)	121,691	0.63%	7,755	3.65%	6.37%	579	13,338	3.81%	10.96%	604	12,590	3.48%	10.35%	552	11,451	4.33%	9.41%	687	20,940	4.26%	17.21%	676
3521005	Mississauga, ON (CY)	642,951	3.33%	3,750	1.77%	0.58%	53	7,274	2.08%	1.13%	62	7,923	2.19%	1.23%	66	3,810	1.44%	0.59%	43	13,134	2.67%	2.04%	80
3521010	Brampton, ON (CY)	596,084	3.09%	3,053	1.44%	0.51%	47	6,358	1.82%	1.07%	59	6,285	1.74%	1.05%	56	3,583	1.36%	0.60%	44	11,209	2.28%	1.88%	74
3539036	London, ON (CY)	349,526	1.81%	2,521	1.19%	0.72%	66	4,901	1.40%	1.40%	77	6,444	1.78%	1.84%	98	3,417	1.29%	0.98%	71	10,382	2.11%	2.97%	117
3530035	Woolwich, ON (TP)	22,045	0.11%	5,889	2.77%	26.71%	2427	6,578	1.88%	29.84%	1645	7,010	1.94%	31.80%	1695	7,214	2.73%	32.72%	2390	10,229	2.08%	46.40%	1822
3525005	Hamilton, ON (C)	483,265	2.50%	2,081	0.98%	0.43%	39	4,102	1.17%	0.85%	47	4,693	1.30%	0.97%	52	2,736	1.04%	0.57%	41	7,793	1.59%	1.61%	63

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Kitchener - Downtown City Centre Innovation Districts Visitors Within Trade Area

Compared to Total Household Population 15+

Benchmark: 15 min trade area

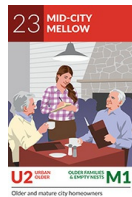
Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
27,024	17,335	64.1	18,697	69.2	18,398	68.1	19,341	71.6	21,114	78.1

2021 Kitchener - Downtown City Centre Innovation Districts 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	499,260	21,114	4.2	478,146	95.8

Top 5 segments represent **31.7%** of customers in Southern Ontario



Rank: 1
Customers: 33,866
Customers %: 7.81
% in Benchmark: 4.63
Index: 169

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



Rank: 2
Customers: 32,979
Customers %: 7.61
% in Benchmark: 4.68
Index: 163

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



Rank: 3
Customers: 23,735
Customers %: 5.47
% in Benchmark: 2.67
Index: 205

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, seniors 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.



Rank: 4
Customers: 23,464
Customers %: 5.41
% in Benchmark: 4.16
Index: 130

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.



Rank: 5
Customers: 23,461
Customers %: 5.41
% in Benchmark: 3.30
Index: 164

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.